

CLOUDERA

THE HYBRID DATA COMPANY

June 2022



CLOUDERA

We believe that **data** can make what is impossible today, possible tomorrow

We empower people to transform complex **data anywhere** into actionable insights faster and easier

We deliver a hybrid data platform with secure **data management** and portable cloud-native **data analytics**

“The **future data ecosystem** should leverage distributed data management components — which may **run on multiple clouds and/or on-premises** — but are treated as a **cohesive whole** with a high degree of automation. Integration, metadata and governance capabilities glue the individual components together.”



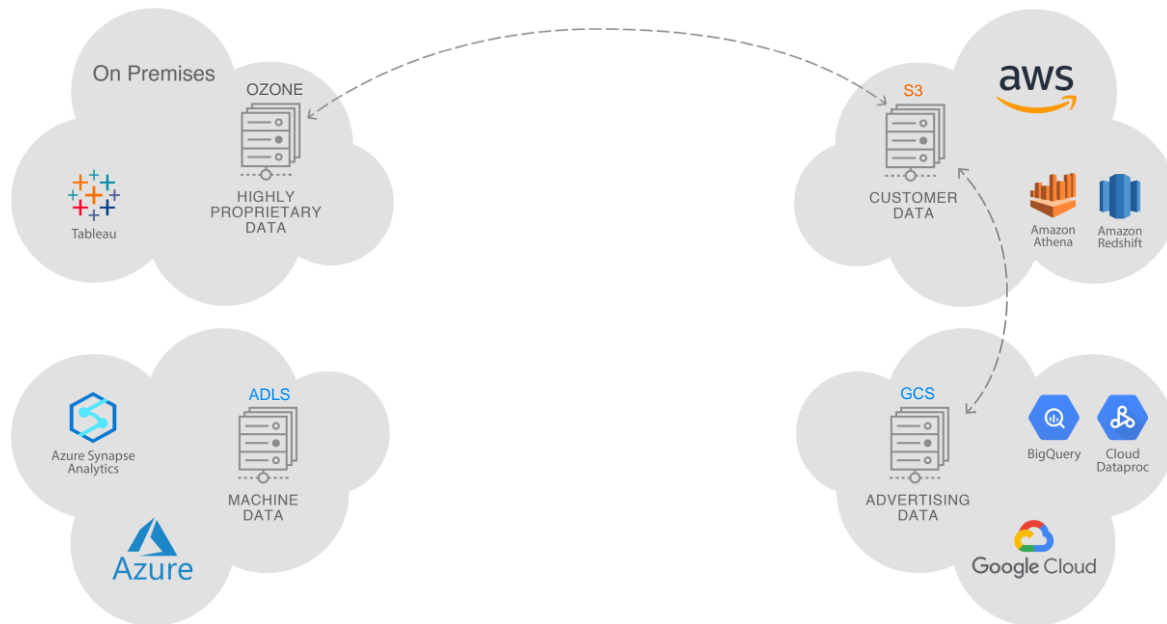
Strategic Roadmap for Migrating Data Management to the Cloud
Published 21 March 2022 - ID G00746011,
Analyst(s): Robert Thanaraj, Adam Ronthal, Donald Feinberg

“The reality: Hybrid cloud is
the de facto model.”

Deloitte.

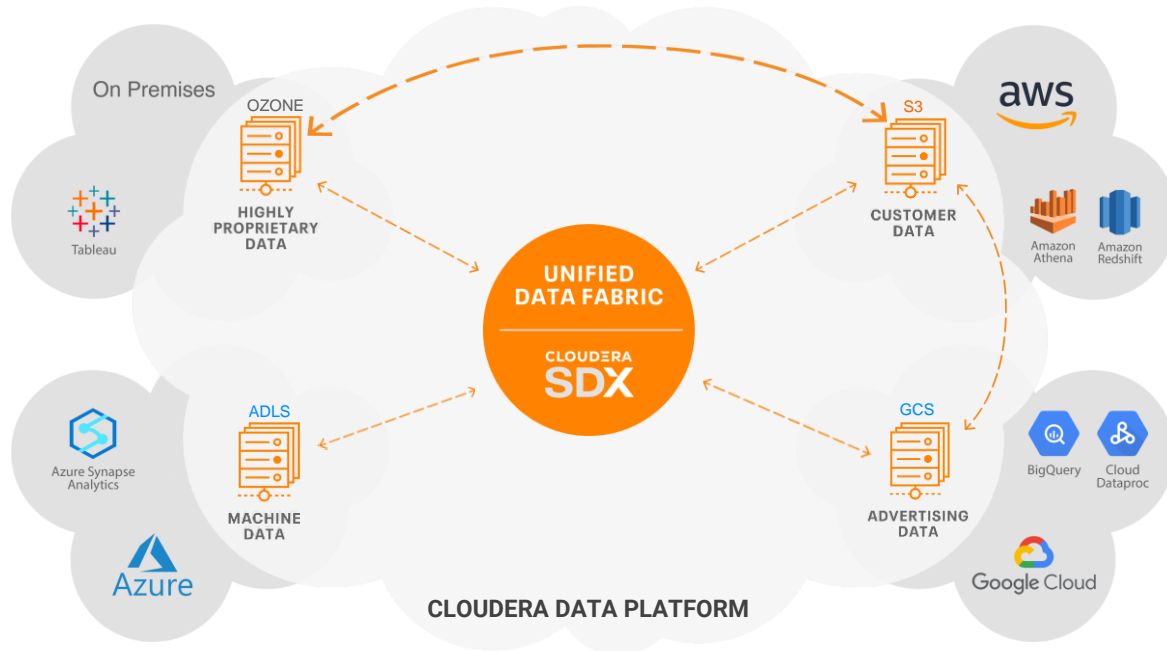
DISTRIBUTED DATA MANAGEMENT COMPONENTS

Which may run on multiple clouds and/or on-premises



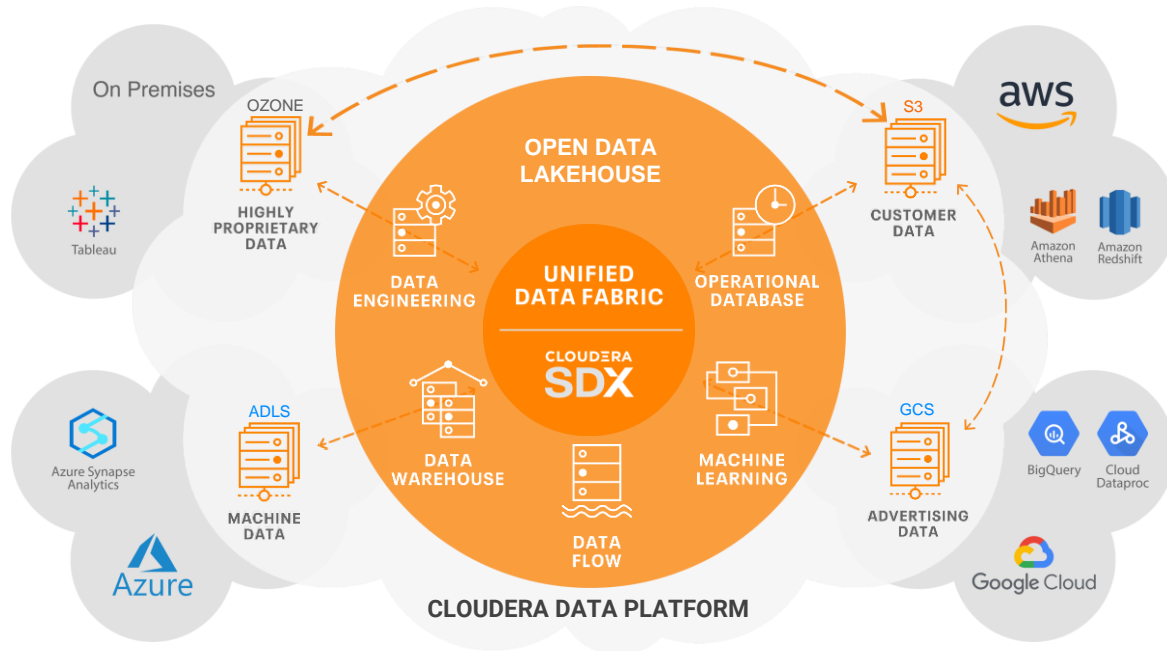
CLOUDERA'S HYBRID DATA PLATFORM

Portable. Interoperable. Open. Secure.



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CLOUDERA DATA PLATFORM

The only hybrid data platform for modern data architectures with data anywhere



Open data fabrics, lakehouses and data meshes with data anywhere at scale



Multi-cloud & on-premises data management and analytics



“Write once, run anywhere” data analytics portability

SDX

Unified security & governance with open cloud-native storage formats

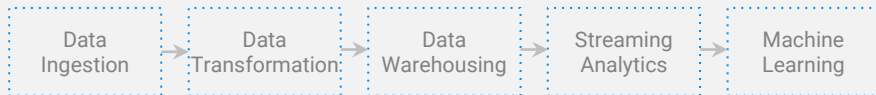
CLOUDERA DATA PLATFORM - ENABLING MODERN DATA ARCHITECTURES

Data Mesh | Data Applications

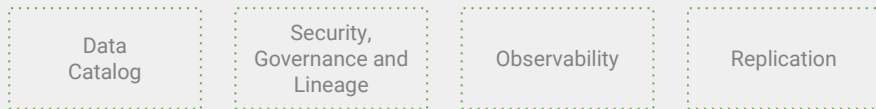
Distributed **data products oriented** round domains and owned by independent cross-functional teams who have embedded data engineers and data product owners, using **common data infrastructure as a platform to host, prep and serve their data assets**

Integrates and unifies the capabilities of data warehouses and data lakes, aiming to support AI, BI, ML and data engineering (**"multifunction analytics"**) on a the same data set

Data Lakehouse | Multi-Function Analytics



Data Fabric | Orchestration



Dynamically orchestrating disparate data sources intelligently and securely in a self-service manner, leveraging data platforms to deliver integrated and trusted data to support various applications, analytics and other workloads

Hybrid & Multi-Cloud Platforms

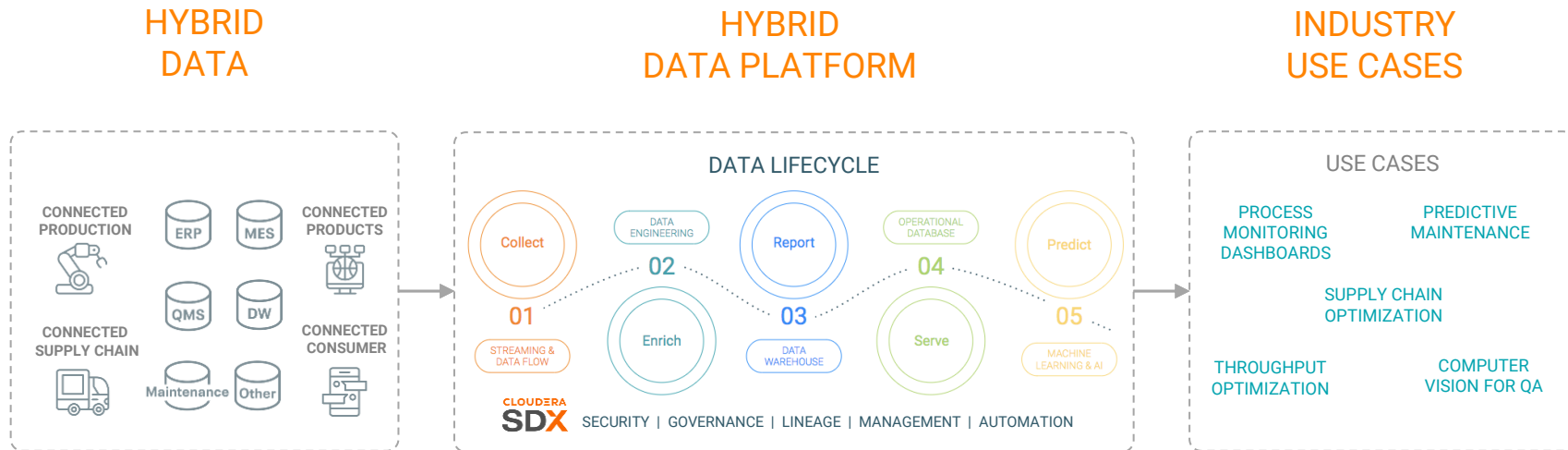


Private
Cloud

Hybrid & Multi-Cloud: **consistent experience across all environments**

CLOUDERA DATA PLATFORM-ENABLING DATA APPLICATIONS

A hybrid data platform with an integrated lifecycle is easier and faster to use, manage & secure



CLOUDERA DATA PLATFORM-ENABLING DATA APPLICATIONS

Transform business | Optimize expenses | Protect - minimize risk | Grow revenues

	 FINANCIAL SVCS & INSURANCE	 CONSUMER GOODS	 TELCO	 HEALTHCARE / PHARMA	 MANUFACTURING
USE CASES	<ul style="list-style-type: none">• Fraud detection• Risk simulation• Underwriting optimization	<ul style="list-style-type: none">• Customer analytics• Fulfillment optimization• Smart stores (IoT)	<ul style="list-style-type: none">• Network analytics• Customer behavior analytics• Fraud & revenue assurance	<ul style="list-style-type: none">• Clinical trials / Real-world evidence• Genomics research• Regulatory compliance	<ul style="list-style-type: none">• Predictive maintenance (IoT)• Supply chain optimization• Remote monitoring
CUSTOMERS	<ul style="list-style-type: none">• Allianz• Bank of America• Citi	<ul style="list-style-type: none">• HelloFresh• Marks & Spencer• Carrefour	<ul style="list-style-type: none">• MTN• LG UPlus• Deutsche Telecom	<ul style="list-style-type: none">• GlaxoSmithKline• IQVIA• AbbVie	<ul style="list-style-type: none">• Navistar• Faurecia• Severstal

CLOUDERA'S HYBRID DATA PLATFORM—THE POWER OF AND

One platform that enables the flexibility business demands AND the control IT requires



FASTER
TIME TO VALUE

&



INCREASED
IT CONTROL

40x

Faster time to
simple reports
& dashboards

70%

Faster time to
complex data
integrations

30x

Faster capacity
scaling for use
case performance

30%

Higher data center
resource & cloud
IaaS utilization

50%

Stronger security
with SDX in the
cloud & on-prem

60%

Higher ROI than
competitor cloud
data services

Sources: Forrester CDP Public Cloud TEI Study, Cloudera Value Management and McKnight Consulting

HYBRID LEADERSHIP

“Cloudera has emerged as a leader in hybrid multi-cloud data analytics. If you want to manage data end-to-end, from the edge, on-premises, and multiple public clouds, your choice today is Cloudera”

Cloudera's Data Platform ... It's Time To Migrate
Patrick Moorhead, Forbes May 3, 2021



THANK YOU

CLOUDERA