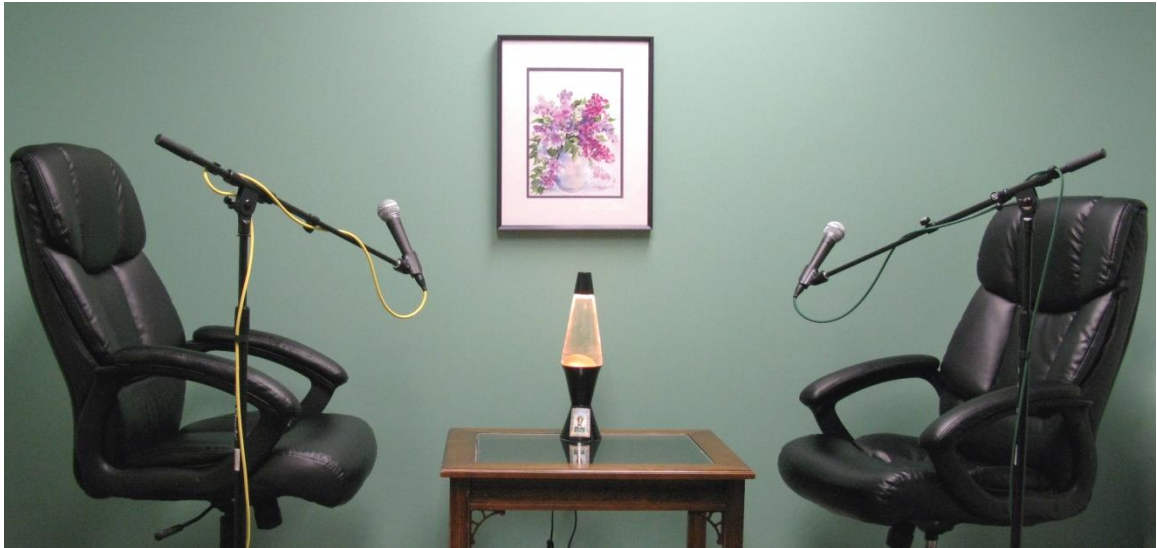# BBBT Podcast Transcript

About the BBBT

The Boulder Business Intelligence Brain Trust, or BBBT, was founded in 2006 by Claudia Imhoff. Its mission is to leverage business intelligence for industry vendors, for its members, who are independent analysts and experts, and for its subscribers, who are practitioners. To accomplish this mission, the BBBT provides a variety of services, centered around vendor presentations.

For more, see: www.bbbt.us.

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Host:	**Claudia Imhoff**, President, BBBT
Guest(s):	**Ben Plummer**, CMO and SVP Strategic Alliance
	Jon Pilkington, VP, Products
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Transcript:	[See next page]

Claudia Imhoff: Hello, and welcome to this edition of the Boulder BI Brain Trust, or the BBBT. We're a gathering of international consultants, analysts, and experts in business intelligence, who meet with interesting and innovative BI companies here in beautiful Boulder, Colorado. We not only get briefed on the latest news and releases, but we share our ideas with the vendor on where the BI industry is going, and help them with their technological directions and marketing messages. I'm Claudia Imhoff and the BBBT podcasts are produced by my company, Intelligent Solutions.

I'm pleased to introduce my guests today. They are Ben Plummer and Jon Pilkington. Ben is the Chief Marketing Officer and Senior Vice President for Strategic Alliances, and Jon is the Vice President for Products of Datawatch. Welcome to you both.

Ben Plummer: Thanks, Claudia, it's nice to be here.

Jon Pilkington: Thanks. Great to be here.

CI: All right, let's start with an overview of Datawatch. It has a very interesting history. Actually, a lot longer history than I had imagined. It has rebooted itself in recent years, why don't we start there? What's the vision behind the latest reboot?

BP: Yes, Claudia, we do have a long history. We like to think that time began in 2011, though. I'll give you just a quick 2011 to today, and then we can move from there.

In 2011, we did reorient the company around what we called information optimization, the use of any data in analytics. We quickly found that customers, while they were interested in getting the data we could provide, wanted us to do end-to-end solutions, which included the ability to visualize that data.

Last year, we did an acquisition of a company called Panopticon. We integrated the Panopticon visualization technology with the heritage Datawatch capabilities, of being able to get to any source of data, and relaunched ourself as a visual data discover company in August of last year. We're a relatively newcomer to this space, but making a name for ourselves.

CI: Well new, in some respects. Not so new in some others.

It is becoming a crowded space, data discovery and so forth, data visualization is becoming the hot topic, especially with big data in the works. One of the problems that we have in talking to data visualization companies is many times they don't have a very clear differentiation. I think Datawatch does. You have several areas where you differentiate yourself. If you don't mind, give us a few of those.

BP: Yeah, thanks. The mention of big data really gives us the foundation to talk about two of the big differentiators that I'll jump into.

The first is our ability to work with any data or data variety. Most organizations that do data visualization today are focused on usage of structure data, typically relational of some type, which is a great source for a lot of information.

But there's a whole host of data out there that's dark. It's in things like PDF files, it's in things like print spools, XML, XBRL -- things that people had kind of given up on using for analytics. Datawatch's ability to unlock that data and bring it back to life and let people use it in analytics is a major differentiator, and one where we have over 20 years of experience. It's really where the company was founded.

The second component which we do that is vastly different is the ability to work with and visualize in-motion data. You'll hear a lot of people talk about real time and what they're typically talking about is manipulation of a visualization in front of them real time. We're talking about real time sources of data, CEP engines, streaming databases, tick databases, looking at the operational characteristics of your business as they're happening.

Those are two big differentiators. Jon, there's probably a couple you'd want to focus in on, as well.

JP: It's really on the secure and managed part of the business, being able to take documents, being able to take all of the artifacts that come from having to do self-service visualization and being able to store, manage, and securely distribute those. Right?

We also have automation built into our product as well. You look at, from the acquisition process of getting the data, then being able to prepare it, and then being able to manage it, secure it, distribute it, and have it automated through the whole process, really brings a bigger differentiation with regards to our platform, versus just working with desktop tools.

CI: It's so much more than just visualization, although that's a big part of it, certainly. But the ability to have a platform from which to do the visualization, I think, is a significant differentiator. Right?

BP: Yeah, there's no doubt, everybody sees the pretty picture at the end. Right? But when you think about IT organizations wanting to have some understanding of where that data came from, being able to secure and manage that data, being able to reach back to the heritage of that data, those are important. While the visualizations are wonderful delivery mechanisms and we want to allow our user community to do that for themselves, we want to have people be able to get back to the point of origin, if you will, for that data.

CI: Yeah, the audit trail, the whole nine yards from source to ultimate, pretty design.

        The other thing you mentioned was the in motion data, and I just want people to understand the difference there. You're right, there's a difference between data analysis, a real time data analysis, which all analysis is, versus data analysis on real time data. I think that's a significant differentiator.

        In other words, most BI tools, they have to store the data before they can analyze it. What you're talking about is just the opposite of that, actually analyzing the streaming data coming in, even in some cases, before it's stored in the database. Right?

BP: Yeah, that's absolutely correct. Most analytic technologies are waiting for data to come to rest somewhere. They use traditional methods like SQL to go get it, and let you look at the data, and then maybe flip it and turn it and reorient yourself in the data.

What we're talking about is, as that data's occurring, we're literally letting you see that data in a visual manner. Which means you can act on it when it's more relevant. You can compare it to historical trends, as well. Our ability to blend that historical, at-rest data, that traditional BI technologies we'll use with in motion real time data, means you can get what's going on now compared to what went on last year and probably take action before something good or bad happens again.

CI: Powerful stuff. You also have a number of powerful partners as well that are either selling or embedding your product. If you don't mind tell me about these a little bit, as well, Ben?

BP: Sure, there's a number of different partnerships that we have established with some of the major vendors out there.

IBM for instance, resells our technology in their content management group. Their content management group is responsible for technologies that store millions and millions of documents inside of major organizations.

What they realized is part of their analytic strategy was to get value from the data in those documents. They utilized the data wash technology to bring that data back to life, and then deliver it through visualization with our visualization tools.

From a resale perspective, it adds a lot of value to content their already in control of. We also see our technology embedded in a number of streaming real time applications. TIBCO is a wonderful example of that. TIBCO embeds the Datawatch visualization technology in front of their stream based product.

That's a product called LiveView, from TIBCO, and they do that even though they have their own technology to do visualization in house, because of our unique ability to deliver in a real time streaming data and let you see it as it's occurring.

Those are two great examples. We also have companies like NASDAQ who are embedding it to do evaluations of data coming into their systems as well as Thompson Reuters, who embedded it and resell it, in conjunction

with Datawatch and a number of application that they provide for capital markets.

CI: Back to you, Jon. Let's continue down this customer example. You had a couple of specific customers that you talked about. Tell me about them.

JP: On addition to many of the things Ben talked about with our partners, we have customers using our visualization technology to improve the shop room floor.

Johnson & Johnson injection molding making contact lenses. Lots and lots of contact lenses. They use the machine data coming off the machines to optimize the floor though out the course the day.

The first month the got a two percent yield increase, which is enormous and that's the value comes to bear when you start leveraging real time information. We've got the typical horizontal breath of people using it for their data rest applications at Oracles, or IBM's and being able to put that information.

Where it becomes important in capital markets is when you have your historical data and you want to tie that back to your real time data to get an intraday view compared to your historical. That's what we see in a lot of the operational risk side of the business, where they're taking advantage of those two aspects which make the visualization unique.

CI: Ben, did you have an example, as well?

BP: I talked a bit about some of the OEM examples already, with NASDAQ and TIBCO and what we're doing with IBM, but we're also seeing folks like Intel utilize the products to ensure that their machine's up time and maintenance is done properly.

It's interesting their literally watching all their shop floors and the factory's globally, and when a machine is about to go down they're identifying it preemptively, and they're not only identifying it, they're identifying the appropriate maintenance pattern inside the facility to maximize up time.

So, once again, it's a classic example of if you tried to see that much data in a report your eyes would glaze over. When you see it visually it's suddenly

easy to consume. A very big change for how they do business, and it's saved them money and time on their machines.

CI: It's a lovely combination of predictive capabilities, real-time analytics and visualization, all mixed up together to give them that view of here's what's going on.

BP: Absolutely. When you see it in action -- I love to talk about our technology -- when you see it in action, it just boggles the mind with the types of things you can do with it.

CI: Alright, well Jon back to you. You talked about a complete visual data discovery life cycle, and that again, you mentioned it earlier on, but that's one of the things that does differentiate Datawatch, what are these other functions and a little more detail?

JP: If you start right from the data acquisition perspective, the ability to go out and get the data, we have an open connector strategy which allows us to get any type of data. Streaming, traditional, relational information, varietal documents.

From there you need to be able to prepare that data, be able to put it in the proper format for visualization. Probably, 80-90 percent of anyone's time building a visual that's going to be shared with others is spent getting that data in the right format. Everything from building hierarchies, to getting rid of nulls, to building in calculations to combining it with other data sets and being able to do that.

Now, by providing those two things, the ability to acquire and prepare, we also give the ability to automate the information. That is a recurring theme, if those data sets come in on a recurring basis, they automatically run their back office, and now, that becomes a regularly available data set.

Once that data's there and it's available, we provide the ability to manage and secure that data. Being able to pull that out, distribute it to the appropriate people, allow the appropriate people to see those artifacts, which, remember, they're self-service, those documents have to come from somewhere and they have to be reliable.

Being able to provide and share those out and provide data lineage back to the originating source, from an auditing perspective, are incredibly important. Those are the things that bring the full circle of our platform around all the way out to the visualization.

CI: Yeah, and certainly a differentiator for you folks.

All right, last question, Ben, and this one's yours. What's the future hold?

BP: That's a great question. In the world of Datawatch, I think we, as you stated earlier, we rebooted ourselves a couple of times. I think we've found our calling.

We have a strong analytics background in the company. I believe that the data visualization space is undergoing a lot of change and lot of pressure from this big data phenomenon as well as some other external pressures.

I think Datawatch's future is evangelizing the value of in-motion, real-time data, setting the vision with companies to get value from that. I believe that we have a unique technology stack today. We'll continue to build on that.

I think Jon's mentioned some things that certainly hold promise for us in the future, enhancing our ability to reach other sources of data, increasing our predictive capabilities, tying into some of the sentiment type things that are going on in the market today.

These are all sources of data that we need to continue to leverage. We want to be the player that lets you get to any data and visualize it. I think we have to stay focused on that task as we go forward.

CI: I think that's a very bright future view.

Unfortunately, that's it for this edition of the BBBT podcast. Again, I'm Claudia Imhoff and it's been a pleasure to speak with Ben Plummer and Jon Pilkington of Datawatch today. You guys rock. Thanks so much.

BP: Thank you, Claudia.

JP: Thanks, Claudia.

CI: I hope you enjoyed today's podcast. You'll find more podcasts from other vendors at our web site www.bbbt.us. If you want to read more about today's session, please search for our hash tag on Twitter. That's #BBBT. And please join me again for another interview. Good bye and good business!