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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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 guest today. He is Ashley Stirrup. Ashley is the chief marketing officer for Talend. Welcome, Ashley.

Ashley Stirrup: Thanks for having me.

CI: It was a fun session today I have to admit. It's been a while since Talend came to the Boulder BI BrainTrust. Why don't you tell me a little bit about what Talend has been doing since your last visit?

AS: Thanks. Just a little bit of background on Talend, we were founded in 2006. Today, we have over 1,700 customers, 500 employees in seven countries.

We're an open source data integration provider with a complete suite of products that spans from big data integration, cloud integration, application integration for real time, master data management to get a 360 degree view of the customer, and data quality that you can repurpose across the entire product suite.

CI: It's actually a very broad offering. Anything data, basically.

AS: That's right.

CI: Why don't you tell me a little bit about some of how your customers are using Talend? You mentioned a few. If you don't mind, go over that again.

AS: One of the examples we like to talk about is GE. They've talked a lot about the industrial Internet. We are part of their big data stack for their own internal use. They are working with jet engines and wind turbines and collecting data from sensors, tremendous amounts of data.

They're using it to help their customers get more out of those products. They're able to predict when those products need maintenance, so they can increase up time. They're able to help them optimize the performance of them.

In many cases, they believe that they can help their customers get billions of dollars in more revenue out of those by optimizing how they perform and keeping them up longer. That's one example.

Another example is the Otto Group. That's O-T-T-O. They're out of Germany. They're a $12 billion e-commerce company. They're on the cutting edge of big data. We've been working with them very closely as we've both looked at Spark and Storm technologies.

What they're doing is they're analyzing customer web traffic in real time and predicting which customers are likely to abandon a shopping cart. In the e-commerce space, 50 to 70 percent of all shopping carts get abandoned. If you can improve the conversion rate on shopping carts by just a few percentage points, it has tremendous impact on the business. In the case of Otto Group, a $12 billion company, that could be hundreds of millions of dollars.

They were able to predict with 90 percent accuracy when a customer's likely to abandon a shopping cart and then put an offer in front of them that incents them to purchase it, like a coupon or free shipping, something like that. That's another great example of how a company's being data-driven.

I love this quote from the chief BI architect there where, "If all you can do is analyze your data, you're just measuring how much money you're losing. You need to be able to act on it in real time."

CI: That's such a great quote.

        You also mentioned three areas of investment for talent. What are these, and why the focus on these three areas?

AS: The three areas are big data, cloud, and self-service.

When it comes to big data, we believe that there is a once in a generation shift going on from traditional data sources to the Hadoop platform. We believe that it's going to become the predominant data processing platform of the future. So we've made major investments in helping our customers get the most out of that.

We also see cloud as a critical trend in the industry. The growth of platform as a services, like Amazon Web Services, the Google Cloud platform, and Azure, is tremendous. We believe it's going to accelerate over the next few years. It's going to be a major driver of agility and cost effectiveness for our customers.

The final piece is self-service, that it's not just enough to build a terrific data warehouse, you've got to be able to put that information in the business's hands, particularly at the point of customer interaction. So we're investing a lot in helping our customers do just that.

When you put these three together, it's really all about helping our customers become more data-driven. How can they scale to handle large volumes of data? How can they be agile to meet the business's needs? How can they deliver that information at the point of customer interaction?

CI: I would agree with your trends. They do seem to the most popular ones, especially in data management.

        Let's talk a little bit about Talend 6.0. Sounds like an interesting new version. Why don't you tell me a little bit about it?

AS: This was a major release for the company. We announced that we were the first data integration platform built on Spark and Spark Streaming. What that means is that our customers are able to build the data integration job with a visual drop and drag user interface. Then we're generating Spark or Spark Streaming code under the covers.

        We've done benchmarking where we've shown that Spark when applied to ETL jobs outperforms MapReduce by five times and can even outproduce by even more if you add more memory to the machines. So we're able to dramatically accelerate our customers' traditional data

integration jobs. Then we're also able to allow them to shift to doing things in real time.

Another really important feature is the fact that our customers are able to take a data integration job that they built using Talend on MapReduce and with just a couple of clicks convert it over to Spark.

That's a tremendous benefit for them in terms of being able to stay on the cutting edge of Hadoop technologies. If in contrast, they had hand coded all their ETL jobs in MapReduce, it would be a tremendous amount of work to convert those into Spark.

CI: There's a good and compelling reason to not put it in hand code, isn't it?

AS: Yes.

CI: You also showed us Talend Integration Cloud. What is this, and what are the advantages to moving to the cloud?

AS: It's an exciting new offering from us. We launched it back in March. We allow our customers to build data integration jobs using the same Talend Studio that they've used with our traditional on-premises software products. But now, instead of having to manage and maintain all the server components to execute those jobs and manage and monitor them, they're able to push those to a cloud-based service, a multi-tenant service, and run those in the cloud.

It lowers their overall cost. It allows them to get up and running faster, and it makes it really easy for them to move to the cloud as well, in terms of doing data warehousing in the cloud or connecting SaaS applications like Salesforce and Marketo and NetSuite together.

CI: If they have some on-premises capabilities, they can still do that. Not everything is in the cloud.

AS: Absolutely. We give them a lot of flexibility. We can process the jobs ourselves running inside Talend Integration Cloud, or we give them the ability to download engines so that they can run it behind their own

firewall, or even deploy it in another cloud, like the Google Cloud platform or Azure.

CI: What about pricing?

AS: It starts at $12,000 a year for a simple SaaS to SaaS type integration. Then it moves on up from there. Our hybrid offering starts at $24,000 a year, and that allows people to connect both on-prem sources to cloud sources.

CI: Really nice. How do you differentiate your cloud services from your competitors, because it seems like everybody's offering some kind of cloud capability?

AS: There's a number of ways in which we differentiate against our competitors. First off is rich data quality components. Secondly, the ability to do big data in the cloud. Spark, Spark Streaming on-EMR is a great example of that.

The last piece is we give people a lot of flexibility so that they can design their integration jobs in a very rich Talend studio, and then choose whether they want to deploy those on-prem or in the cloud.

CI: Final question, what does the future hold for Talend?

AS: I really talked about that before in terms of the three bets we're making around big data, the cloud, and self-service and how we can help our customers become more data-driven.

We really see it as this combination of giving people the flexibility to run what they want to run in the cloud, be able to leverage big data, be able to do things in batch or in real time, and then finally deliver it to the end user with the business self-service interface.

CI: It's a big exciting time. You have quite a number of things coming up, at least it looks like from your roadmap. Good going.

Unfortunately, we're out of time for this edition of the BBBT Podcast. Again, I'm Claudia Imhoff. It's been a very great pleasure to speak with Ashley Stirrup of Talend. Thanks so much, Ashley.

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AS: Thank you.

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!

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