Alteryx to Acquire Trifacta to Accelerate Cloud Strategy

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Building a **PLATFORM** to Enable the **Modern** Analytics Stack

- **Modern** platforms are anchored in the cloud
  - Elasticity and scale are unparalleled
  - Shared services support apps
    - Apps like Designer Cloud, Alteryx Machine Learning, Hyper-Anna
- It’s a fragmented analytics and data science vendor marketplace
  - More arrive every month
- Customers want: fewer vendors, less complexity, more automation
  - They want **PLATFORMS**
- We will focus on relentless innovation to add more apps to our **PLATFORM**
Better Together

- Extends Alteryx further into the modern, cloud-based data & analytics stack
- Instant platform back-end with Trifacta’s award-winning platform (AWS, Google Cloud, Azure)
- Accelerates our delivery of browser-based, multi-tenant, enterprise-grade SaaS
  - Game-changing integration with cloud data warehouses (Snowflake and Databricks)
- Brings aboard the highly valuable cloud expertise of Trifacta’s senior management and team members
- Gives our sellers more to sell; brings real credibility with IT and data engineers

Together we will offer a powerful end-to-end low-code/no-code analytics automation platform serving the needs of the entire enterprise across cloud, hybrid and on-premises
Trifacta Accelerates Alteryx’s Cloud Capabilities

**Enterprise-Grade SaaS**
- Browser-based interface
- Multi-tenant architecture
- Multi-cloud capable with enterprise security
- Multi-region support

**Cloud-Expert Team**
- Talented engineering, product and GTM teams experienced in building mission-critical, cloud-native analytics applications
- Doubles size of Alteryx’s cloud engineering team

**Cloud-Scale Capabilities**
- Modern, cloud-native data & analytics stack
- Deep integration with AWS Redshift, Microsoft Azure Synapse, GCP BigQuery, Snowflake, Databricks Delta Lake and others
- 180+ out-of-box connectors
## Transaction Details

### Deal Value, Equity Incentives and Funding
- $400 million cash purchase price
- $75 million in equity-based retention incentives to be granted
- Funded with cash from the balance sheet (excluding equity-based retention incentives)

### Financial Implications
- Important technology acquisition; expected to contribute ~$20mm in FY22 ARR and be accretive to long-term growth
- Moderately negative impact on FY22 free cash flow as Trifacta employees are integrated
- Additional detail to be shared on Q4 2021 earnings call

### Expected Closing
- Expected to close Q1 2022
## TRIFACTA at a Glance

### Company Overview

- Provides a leading multi-tenant, multi-cloud, browser-based platform for preparing, blending, transforming and pipelining data in modern cloud architectures

- Targets use cases where cloud is the default platform and cloud data warehouses (CDW) with large datasets is the default data platform

- Serves the needs of data engineers and IT teams, drawing on decades of research in human-computer interaction, scalable data management and machine learning to make the process of refining data faster and more intuitive

- Trifacta & Google Cloud have been partnering since 2017 to offer the most advanced and integrated solution to design data pipelines for analytics and AI/ML on the Google Cloud

- 200+ cloud-expert employees across engineering, product and GTM, with expertise in cloud ops, DevOps and building mission-critical, cloud-native analytics applications

- Founded in 2012

- Locations: San Francisco, Boston, Berlin, Bangalore

### Product Overview

- **Multi-Cloud**
  - Industry-leading multi-tenant, multi-cloud SaaS capabilities
  - Deep integration with major cloud providers
  - SQL pushdown capabilities for major cloud data warehouses

- **Open**
  - Flexible execution including SQL, dbt, Spark, and Python
  - Universal connectivity
  - API-driven

- **Enterprise Grade**
  - Unlimited scalability
  - Built-in governance
  - Support and reliability
  - Best-in-class security
Enterprises are increasingly seeking comprehensive data and analytics solution providers.

Deployment of modern data architecture requires close collaboration between IT and business users to support the availability of high quality data to drive key business insights.
Combining into an End-to-End Analytics Automation Platform

Data Engineering

- File upload
- Databases
- Spreadsheets
- Cloud storage
- Applications

Direct Access

Extract & Load

Data Analytics

- Prep & blend
- Discovery & profiling
- Business workflows
- Analytic apps
- Auto-ML
- Auto-Insights

Data Mining

Spatial processing

Discovering

Structuring

Cleaning

Enriching

Validating

Deploying

BI & Dashboards

Data Science Workbenches

Custom Data Apps

Cloud storage

File upload

Applications

Spreadsheets

Databases

Direct Access

Extract & Load
Extending Alteryx to the Needs of IT
Adding additional target users and serving the needs of the entire enterprise

**TRIFACTA**
Leader in cloud data engineering
serving the needs of
Data engineers and data analysts

**IT**
Data Engineer
Data Analyst

+ 

**alteryx**
Leader in business analytics automation
serving the needs of
Data science teams and business users

**LOB**
Data Scientist
Business Analyst
Business Users
Trifacta Testimonials

**Google**

“Google Cloud’s goal is to offer an analytics platform that delivers actionable insights in real-time, and we have conviction that to do that, solutions must be open, intelligent, and flexible. Trifacta’s Data Engineering Platform is built on those same principles, making Dataprep by Trifacta a perfect companion solution for Google Cloud customers to assess and remediate data quality and enable self-service analytics across their organization.”

DEBANJAN SAHA, VP/GM, DATA ANALYTICS, GOOGLE CLOUD

**GlaxoSmithKline**

“It’s like the old adage of teaching them to fish, instead of just giving them a fish. In this particular case, by using Trifacta, it really enables them to do a lot more self-service than they would ever be able to do otherwise.”

MARK RAMSEY, CHIEF DATA OFFICER

**BANK OF AMERICA**

“To fuel analytic progress at Bank of America, we knew we needed to re-architect the organization’s data platform from one built around traditional data warehousing and ETL to a more agile approach. Adopting Trifacta has allowed us to empower thousands of data consumers to better curate and prepare their own data for analytic use.”

MANOJ BOHRA
SVP - HEAD OF ENTERPRISE DATA

**ABN AMRO**

“At ABN AMRO, we’re focused on democratizing data to accelerate automated decision making. This requires an intuitive approach that allows business users and technical users to collaborate in building high-quality data products. The combination of Trifacta and Databricks enables this.”

MARCEL KRAMER
HEAD OF DATA ENGINEERING
Integration Strategy

Product

- Trifacta solutions continue to be available
- Designer Desktop and Server continue to be available
- Designer Cloud to be launched
- Trifacta to become the modern, cloud-based backend for the combined Alteryx solutions

Go-to-Market

- Trifacta solutions sold through Alteryx salesforce and partners in the near term
- Integrated, combined platform to be sold over time
- Sales motions for data engineering to be combined with existing sales motions for business users and data analysts/scientists
- Deepening partnerships with cloud data warehouse providers (e.g. AWS, Azure, Google, Databricks, Snowflake)

People

- Trifacta senior management and employees to join and integrate into Alteryx under respective lines of business