



DEEP DIVE

Leave IT Alone: The Vast Value of Self-Service



The Bloor Group

#DMRadio



DATAVERSITY®

Featured Speakers



Kenneth Cunanan • 1st

Looker of the People

Looker • Claremont McKenna College

San Francisco Bay Area • 500+ 



Eric Kavanagh

eGov Consultant at United Nations

United Nations • Spring Hill College

Austin, Texas Area • 500+ 

BIG DATA LANDSCAPE 2017

INFRASTRUCTURE

HADOOP ON-PREMISE		HADOOP IN THE CLOUD		STREAMING	
cloudera Hortonworks MAPR Pivotal IBM InfoSphere bluedata jethro	amazon Microsoft Azure Google Cloud Platform IBM InfoSphere BigInsights Oracle AltaScale CAZENA CenturyLink	amazon Microsoft Azure confluent GridGain DataTorrent	databricks stream METAMARKETS Data Artisans		
NOSQL DATABASES		NEWSQL DATABASES		GRAPH DBS	
Google Cloud Platform ORACLE Microsoft Azure MarkLogic mongoDB QATASIX Couchbase redislabs InfraNodus	SAP Clustrix Pivotal Cockroach LABS memsql NoriDB clouddata dynamodb paradigm4	Neo4j graph.ql ORACLE Microsoft Azure Oracle Dgraph Hyrion-Gate DataStax	MPP DBS TERADATA VERTICA NIVEDEKA Cobon Kognitio XOSOL dremio	CLOUD EDW amazon Microsoft Azure Microsoft Azure Pivotal snowflake InfoWorks	
DATA TRANSFORMATION		DATA INTEGRATION		DATA GOVERNANCE	
talend pentaho alteryx TRIFACTA tarr Paxata StreamSets	Informatica snaplogic Segment podium data splinty import Microsoft TEALUM enigma alooma ZALONI Stitch	informatica IBM skyhigh colibra Alation	MGMT / MONITORING amazon New Relic APDYNAMICS actifio wavefront splunk Trocana Numerity		
STORAGE		CLUSTER SERVICES		APP DEV	
amazon Google Cloud Platform Microsoft Azure ALLUXIO nimblestorage Quanta COHO panoply	amazon Microsoft Azure IBM databricks databricks HERDSPIRE CoreOS databricks	Lightbend Microsoft Azure rainforest CASK	CROWDSOURCING amazon Upwork WorkFusion Crowdfunder		
HARDWARE		ARM Google Cloud Platform Microsoft Azure MYTHIC NVIDIA Movidius SCORTEX			

ANALYTICS

DATA ANALYST PLATFORMS

Microsoft, Pentaho, Alteryx, Micro Reporting, guavus, AYASDI, WATTIVO, Datasmeer, Quid, ClearStory, OrigamiLogic, Interana, Bottlenose, ARIMO, ENDOR, MODE

DATA SCIENCE PLATFORMS

IBM, KNIME, dataiku, DOMINO, ghat, CONTINUUM ANALYTICS, rapidminer, ALGORITHMIA, Alpine Analytics, Anqoss

BI PLATFORMS

Microsoft, SAP, Oracle, Qlik, Google Cloud Platform, CELONIS, Klooker, ANZENBURY, blirst, amadeus, GoodData, SAP Business

VISUALIZATION

Google Cloud Platform, Qlik, CELONIS, Klooker, ANZENBURY, blirst, amadeus, GoodData, SAP Business

VERTICAL ANALYTICS

PREDIX, CAPE, UPTAKE, TACHYUS, Aluvium, BioSentry

STATISTICAL COMPUTING

sas, SPSS, MATLAB

DATA SERVICES

Palantir, Oracle, SAP, Amazon, EXL, DataKind, FIS

MACHINE LEARNING

Google Cloud Platform, H2O, DataRobot, VISENZE, BKYTTE, bamai, DATASPARM, H2O, Lorian

HORIZONTAL AI

IBM Watson, Cortana, Facebook, 广视, sentiment, Voyageur, darifit, Affective, CogniSense, Numenta, Crononcom, SETUQU, OSAO, noma, OSARO, CURIOUS AI, AL, MISON

SPEECH & NLP

Google Cloud Platform, @twilio, Amazon Alexa, naturalintensions, semanticintelligence, Watson, IBM, Numenta, IBM, IDIBON, Talkio, snips, Cortana, @twilio, @vsego

SEARCH

Alibaba, Oracle, Amazon, ThoughtGate, Algolia, Lucidworks, swifttype, MAANA, alphamuse, SearchInc, SINEOUM

LOG ANALYTICS

splunk, sumlogix, loggly, kbano, logz.io

SOCIAL ANALYTICS

Hootsuite, NETBASE, DATASIFT, synthesio, timereach, bitly, predata

WEB / MOBILE / COMMERCE ANALYTICS

Google Analytics, mixpanel, Amplitude, sumall, Airtable, retention, Sigeo, granify, customer

APPLICATIONS – ENTERPRISE

SALES

- CHORUS
- INSIDESALES.COM
- CONVERSA
- CLARI
- AVISIO
- TACT
- FUSEMACHINES
- NEORS

MARKETING - B2B

- RADIUS
- App Annie
- EVERSTING
- Lattice
- infer
- MINTIGO
- IK
- sense
- tubular
- Reflexion
- Datapiq
- ZENGAGIO

MARKETING - B2C

- Zeta
- bloomreach
- persado
- blueyonder
- ACTIONIQ
- kahuna
- BLUECORE
- SAILTHRU
- QUANTIFIND
- mpartide
- Amplero

CUSTOMER SERVICE

- MEDALLIA
- zendesk
- CLARIFAI
- Gainsight
- CLUEBBOX
- NGDATA
- DigitalGenius
- automat
- appur
- magid
- frame.ai

HUMAN CAPITAL

- flowVee
- entelo
- hiQ
- BOSSER
- flexipai
- WORKDAY
- Worx
- Wendly
- Cushie
- Stella
- pymetrics

LEGAL

- RAVEL
- Seal
- Lexipace
- INDIGATA
- Brevia
- RSS

FINANCE

- unaplan
- uora
- udemark
- factbook
- ORACLE
- burnika
- offbook
- Qora
- talla
- butter
- KASIST

ENTERPRISE PRODUCTIVITY

- slack
- Microsoft
- ORACLE
- burnika
- offbook
- Qora
- talla
- butter
- KASIST

BACK OFFICE AUTOMATION

- hypercubetecno
- captricity
- AppZen

SECURITY

- TANIRUM
- cyLANCE
- StackPac
- DARKTRACE
- illumio
- CODE42
- ThreatMetrix
- Darktrace
- INVECTRA
- CapheCloud
- Securix
- ANOMALI
- siftscience
- SCYNFY
- Shimble
- SecurityScorecard
- Recorded Future
- feedzai
- Securix
- Securix
- Securix
- Securix

APPLICATIONS – INDUSTRY

ADVERTISING

AppNexus
criticAd
advertising.com
theAdDesk
dstillery
drawbridge
TAPAD
STYLYT
1122
adobex

EDUCATION

edX
Clever
edclear
kidaptive
edX
edX
knowledge
edX

GOVERNMENT

Socrata
OPENGOV
mark43
engiga
FiscalNote
OpenSift

FINANCE - LENDING

OnDeck
Kredit
AVANT
INSIKT
TALA
MoneyLion
TrueSpend
cign
aire
ActiveAI

FINANCE - INVESTING

Datamatrix
KENSIS
Quantopian
NUMERO
IDENTUM
claritymoney
ALGORIZ

REAL ESTATE

Opencrowd
VTS
CREDN
Reonomy
COMPTON

INSURANCE

Insomniac
Lemonade
CYENCE
SV Technology
Tractable

HEALTHCARE

FLATIRON
KRYOS
HealthMap
Gingerio
COTA
Acura
inag
EMADEN

LIFE SCIENCES

color
ocean
zymogen
BenevniAI
ZEPHYR
HEALTH
Clear Labs
twinkl
Atevise
bluebird

TRANSPORTATION

UBER
TESLA
CLEARPATH
drive.ai
pilot.ai
citius
nexus
corus.ai
DelftMass

AGRICULTURE

FLORIAN
FarmLogs
FarmLogs
BLUEGRASS
mavrx
prospero

COMMERCE

Instacart
SEPHORA
RetailNext
TheGood

OTHER

Elmomy
ster
relek
BEXEVER
connect
U
Lincora

CROSS-INFRASTRUCTURE/ANALYTICS

OPEN SOURCE

[illegible]

DATA SOURCES & APIS

HEALTH

Apple, JAWBONE, VALIDIC, practice fusion, fitbit, GARMIN, Human API, kinrsa

IOT

GE Digital, UPTAKE, ThingWorx, helium, xignite

FINANCIAL & ECONOMIC DATA

Bloomberg, THOMSON REUTERS, DOW JONES, S&P CAPITAL IQ, CB Insights, xignite, quandl, YODLEE, PREMISE, Estimize, SECOND MILE, Eagle Alpha, SpackTwits, PLAID, mattermark

AIR / SPACE / SEA

PLANET Labs, Airware, Spire, AEROBICS, INTERPLAY, TELUS LABS, DroneDeploy, MantaCloud

PEOPLE / ENTITIES

axiom, Experian, RIPLESEN, InsideView, Crimson Hexagon, SAFEGRAPH, BASIS

LOCATION INTELLIGENCE

foursquare, Sense, PlaceIQ, esri, factual, Carty, Mapillary, STREETLINE

OTHER

qualtrics, DATA.GOV, data.world, panjiva

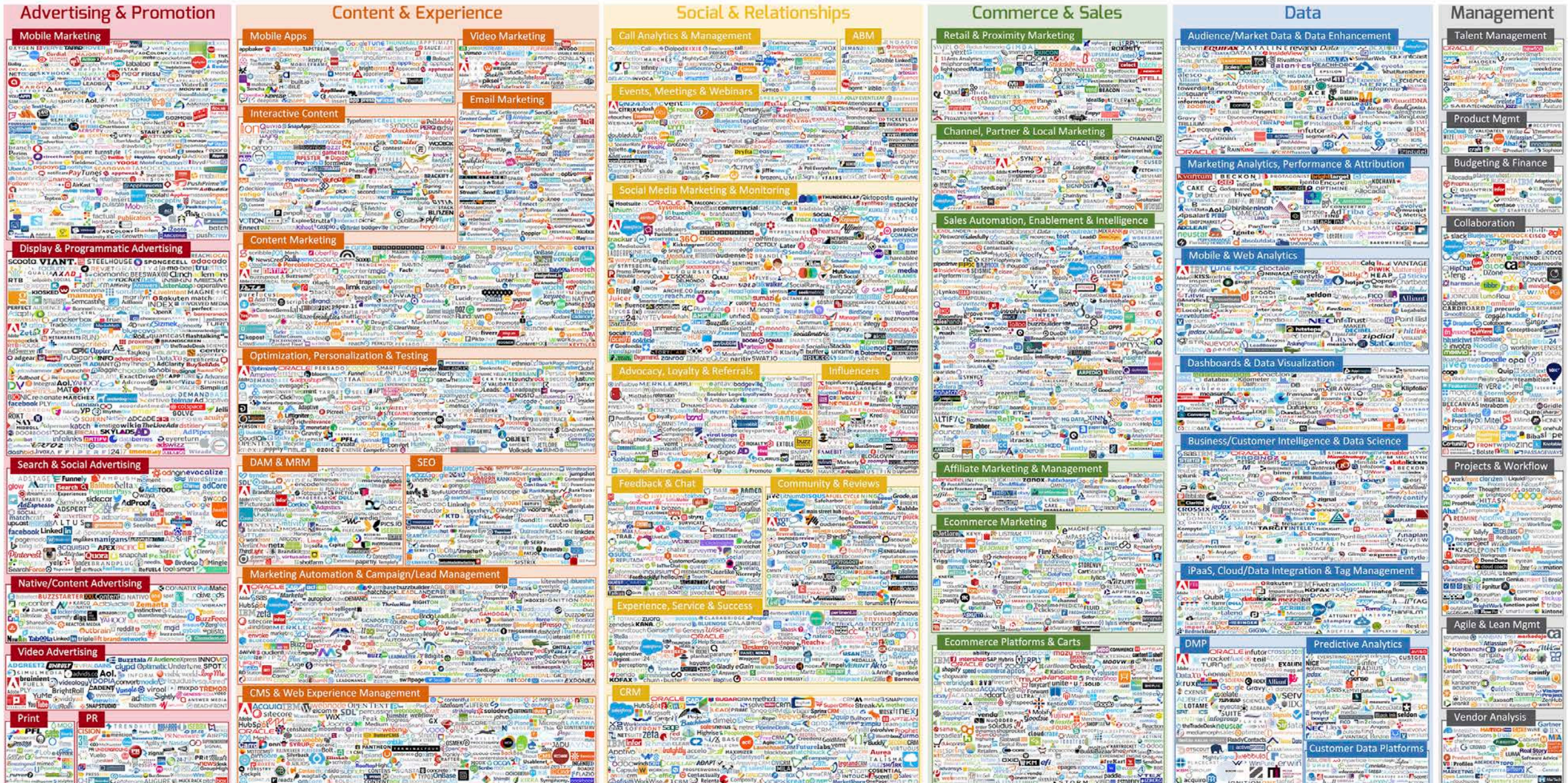
DATA RESOURCES

INCUBATORS & SCHOOLS

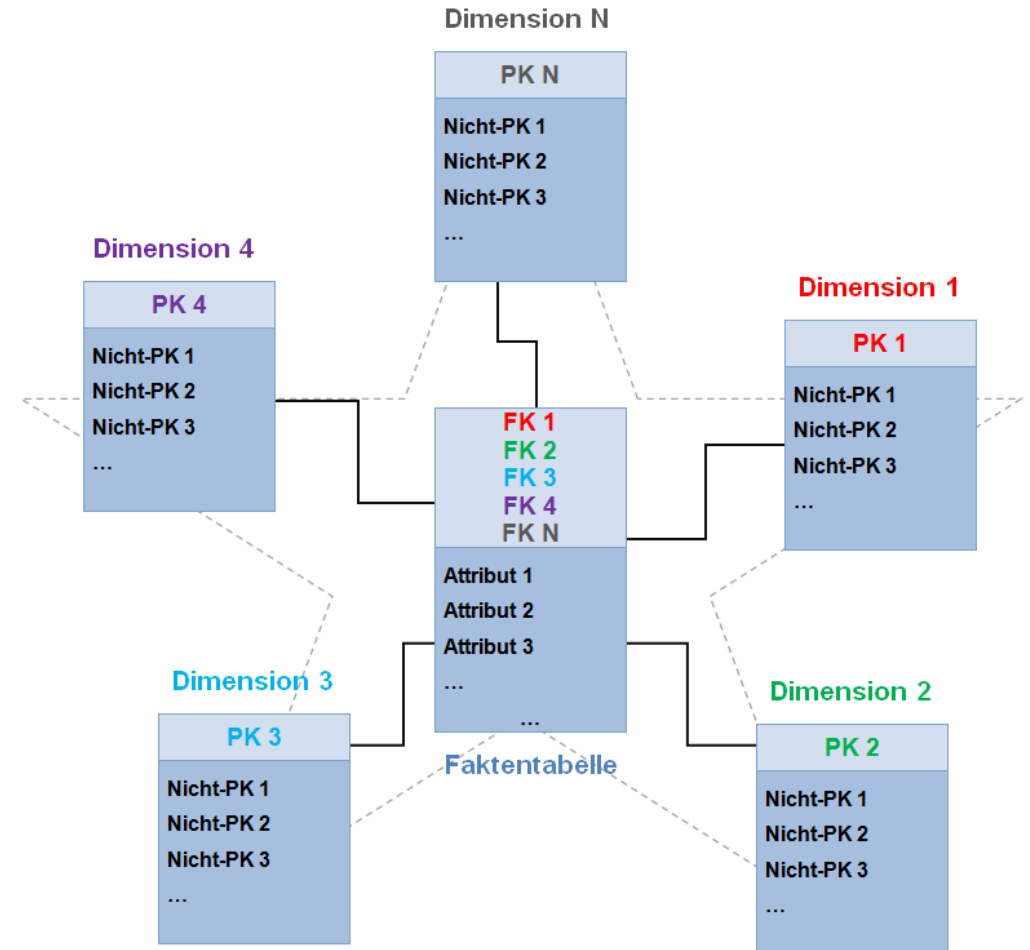
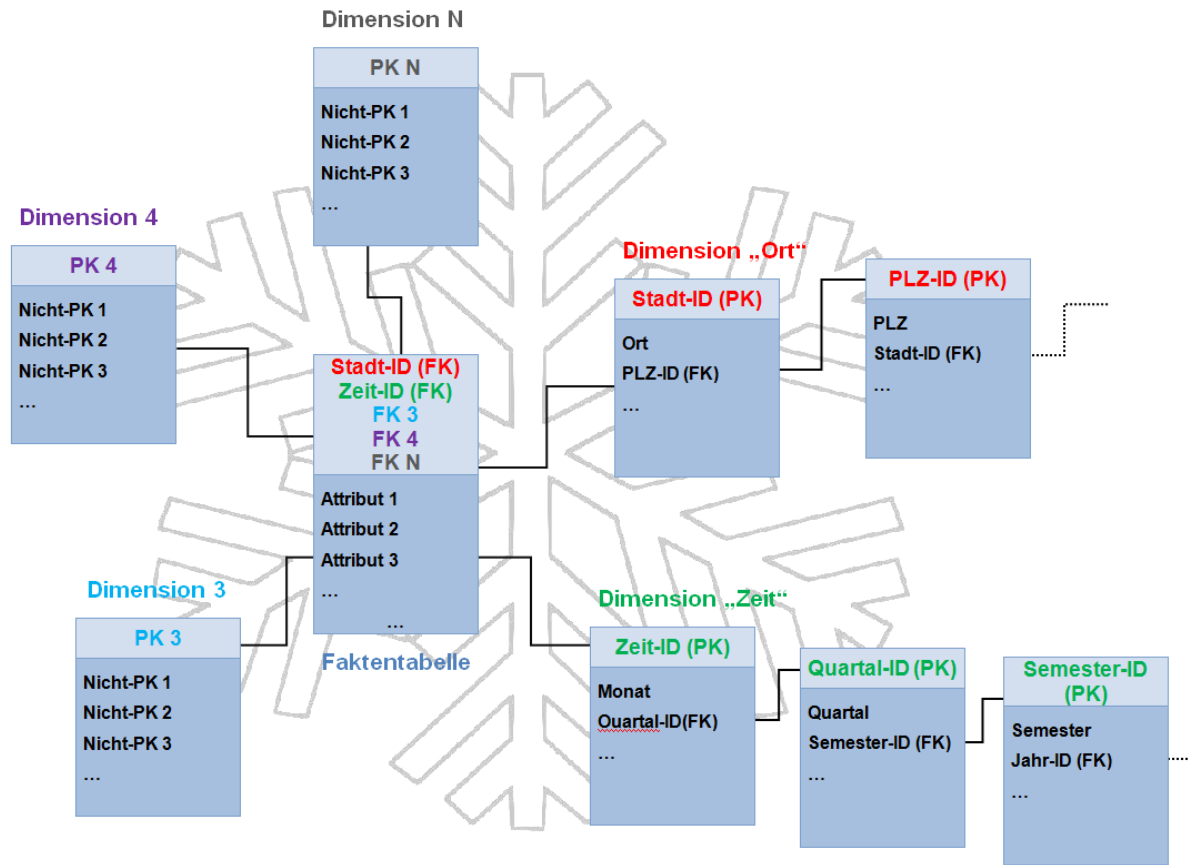
- Physicalight
- galvanize
- DataCamp
- CodaLab
- INSIGHT
- ThruCamp Incubator
- MITRE

RESEARCH

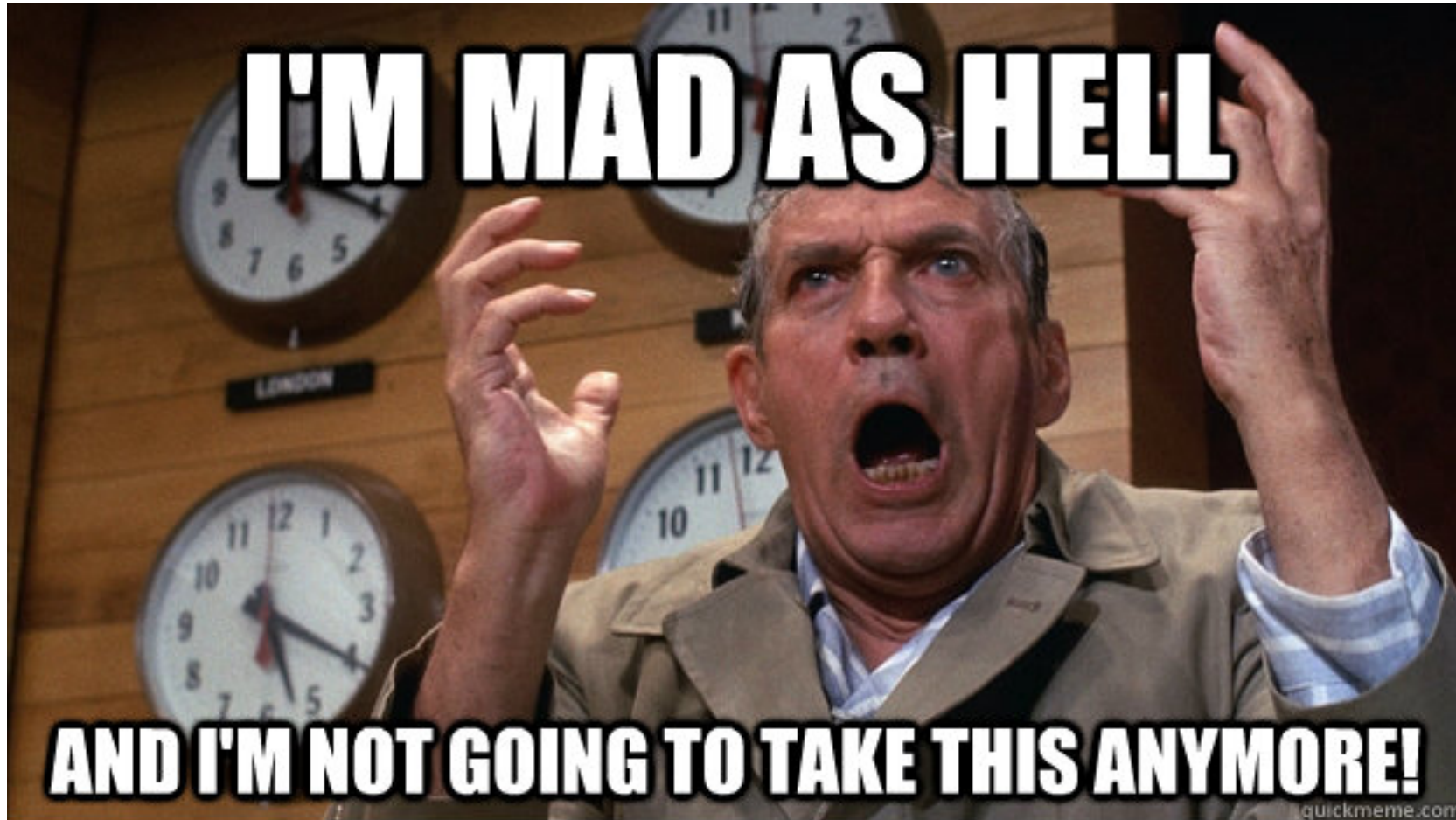
- facebook research
- OpenAI
- MIRI
- CSAIL
- DFK
- AI2
- ALLEN INSTITUTE FOR ARTIFICIAL INTELLIGENCE



The Long-Standing Data Warehousing Models



The Reliance on ETL Must Subside!



Trust is the Cornerstone of Data-Driven Business

Data warehousing was designed with old constraints

- Storage was expensive
- Processors were slow
- Pipes were thin
- Consolidation into a warehouse was possible

Today, we don't need to strip out context!

Federated queries can help restore trust in data!

Without trust, data is basically useless



The Cycle Time for Disruption Is Collapsing

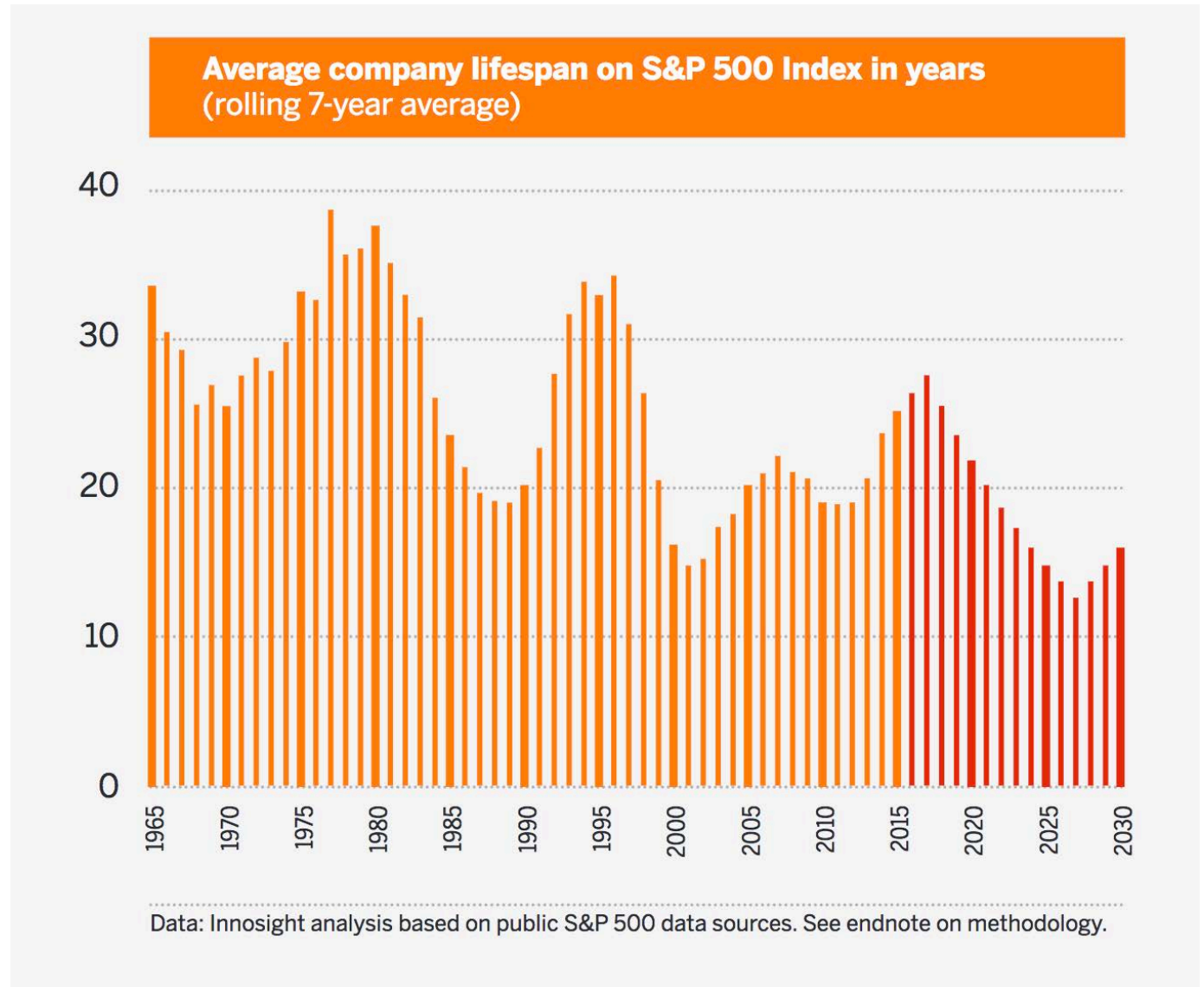
The business world gets less forgiving by the day! Companies must be agile to survive. If organizations are not data-driven, they will not last!

Consider these omens:

Uber

Airbnb

LinkedIn





Leave IT Alone

The Vast Value of Self Service

DM Radio

SPEAKER

Kenny Cunanan
Product Marketing & Analytics Manager



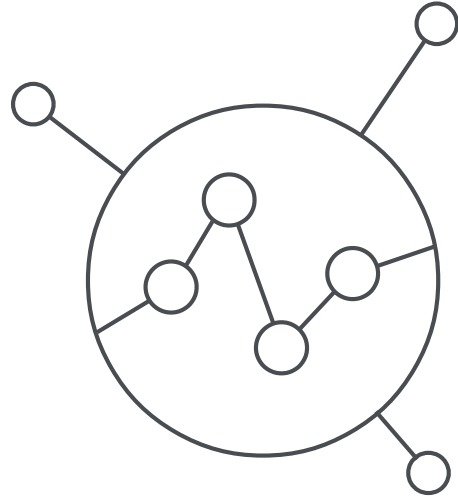
Kenny Cunanan

Product Marketing Manager, Looker

Our Questions

- I. How did we get here?
- II. What has changed?
- III. What do we do?

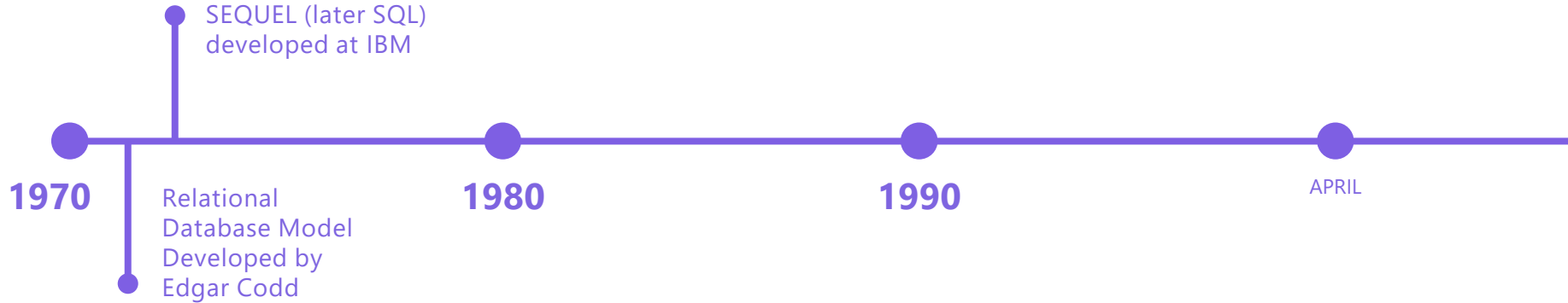
How did we get here?



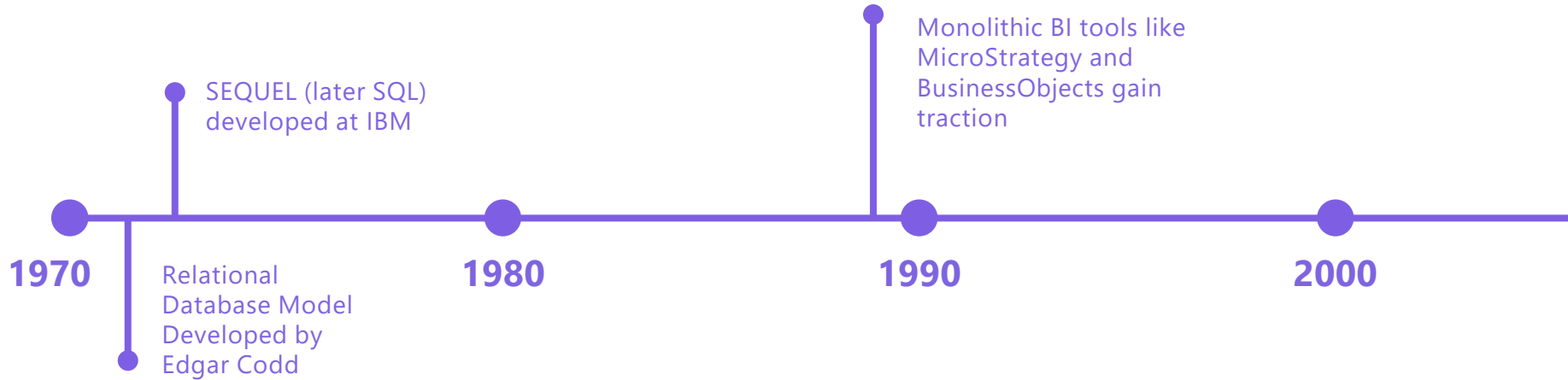
By standing on the shoulders of giants.



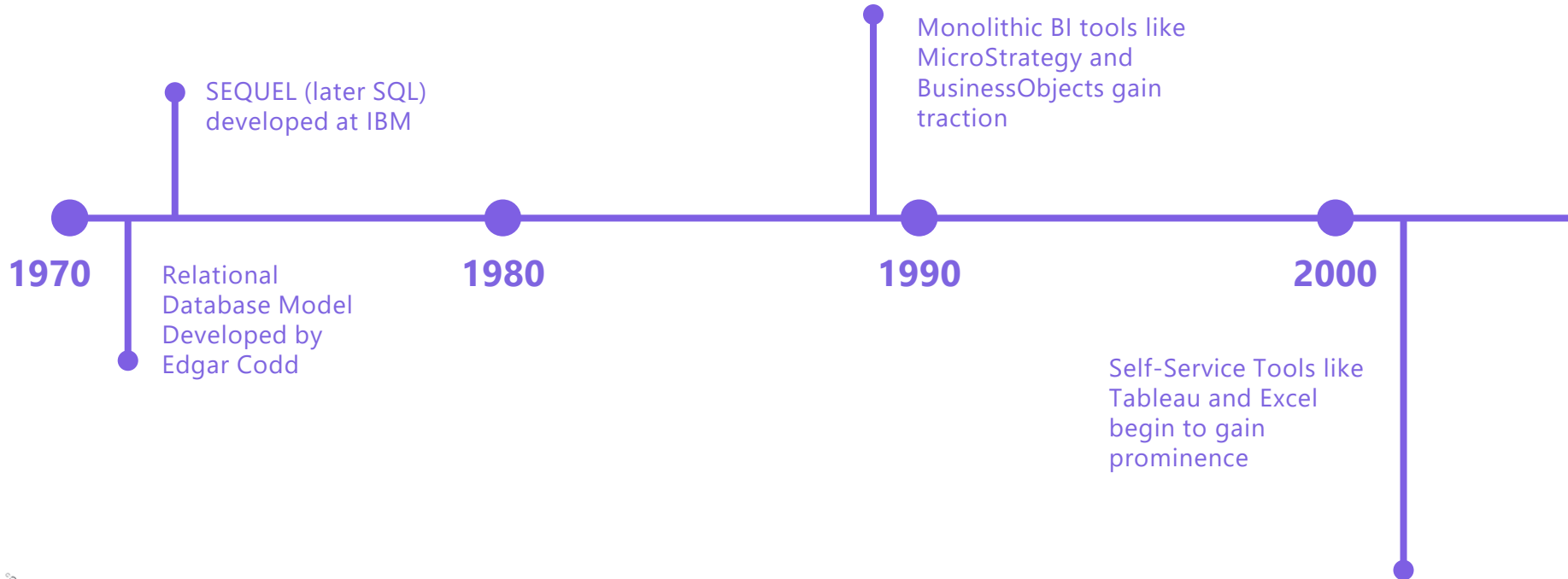
By standing on the shoulders of giants.



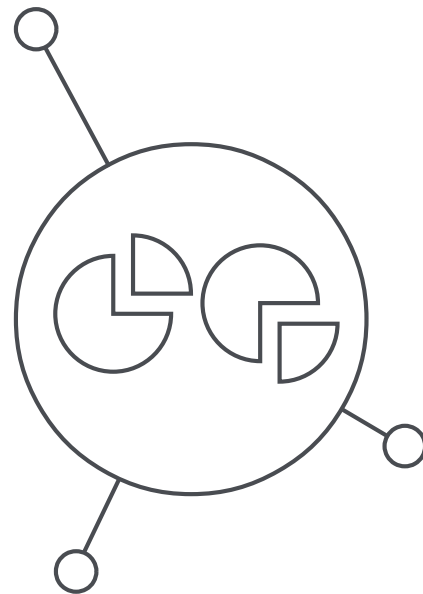
By standing on the shoulders of giants.



By standing on the shoulders of giants.

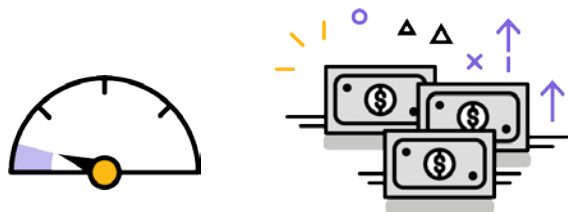


What has changed?

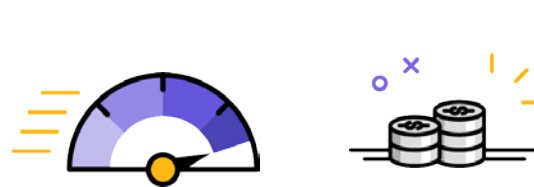


We're living in an age of modern databases

Databases Then



Databases Now



We're also living in the Golden Age of Data

More data captured



More data literacy



This means we can build on lessons from the past

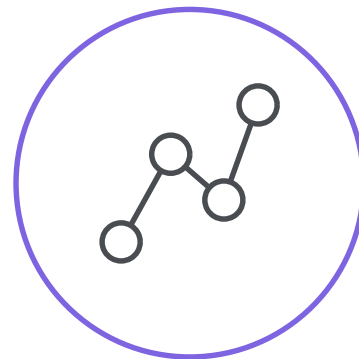
Single Source
of Truth



Data
Discovery



Self-Service



Technology alone is
NOT going to solve
everything.

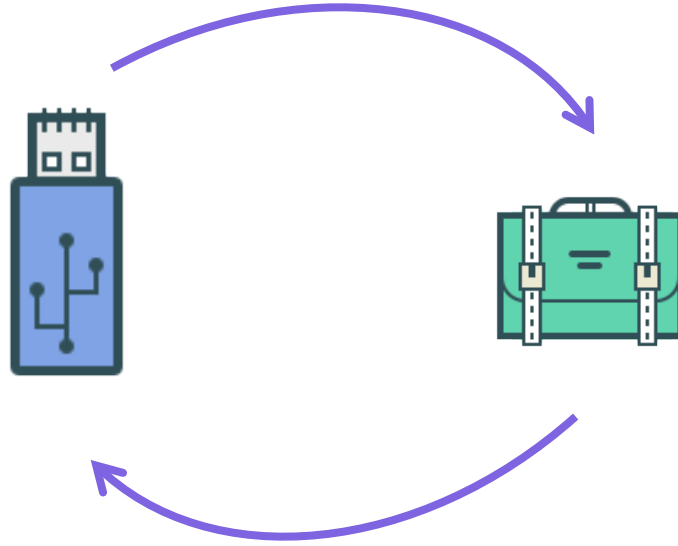
Think of accessing data as grocery lines



Think of accessing data as grocery lines



True self-service creates a relationship between IT and business users



So, what do we do?



We focus on these two areas



Build trust in the data



Train Users
Effectively



Build Trust in the Data

- Everyone accesses the same model
- Analysts codify their knowledge
- Logic lives in one place which means
 - Version Control
 - Auditable
- Keeps everyone on the same page



Train Users Effectively

"If you have an open service culture, you want everyone to have skills to use business intelligence tools."

- Carl Anderson, Warby Parker

Example of a Curriculum



Data Sources

What data sources are available to us?

Data Storage

Where does the data live in our organization?

How does it get there?

Data Access

What are the different ways that we can access data?

Why might we want to access data one way over the other?

Data Analysis

How do we ask proper questions of the data?

What questions should I ask being in role X?

Communication

What's the best way to visualize data?

How do I present my findings so I don't extrapolate or stretch an interpretation?

How do I provide feedback?

The logo for Looker, featuring the word "looker" in a white, lowercase, sans-serif font. Above the letter "o" is a stylized icon consisting of three small circles connected by lines, resembling a molecular structure or a network node.

looker