



PUT MORE DATA TO WORK

INTRODUCING TALEND SPRING '18

MAY 22, 2018



WELCOME

A few logistical points

- All participants are muted
- You may ask questions using the Q&A panel located on bottom or GoToWebinar applet
 - Answers will be provided after the presentation
 - If time is too short to address all questions, answers will be provided via email
- The webinar is being recorded and a copy will be sent out at the end of the session
- If you are experiencing connection problems, please use the Q&A panel to communicate



TODAY'S PRESENTATION



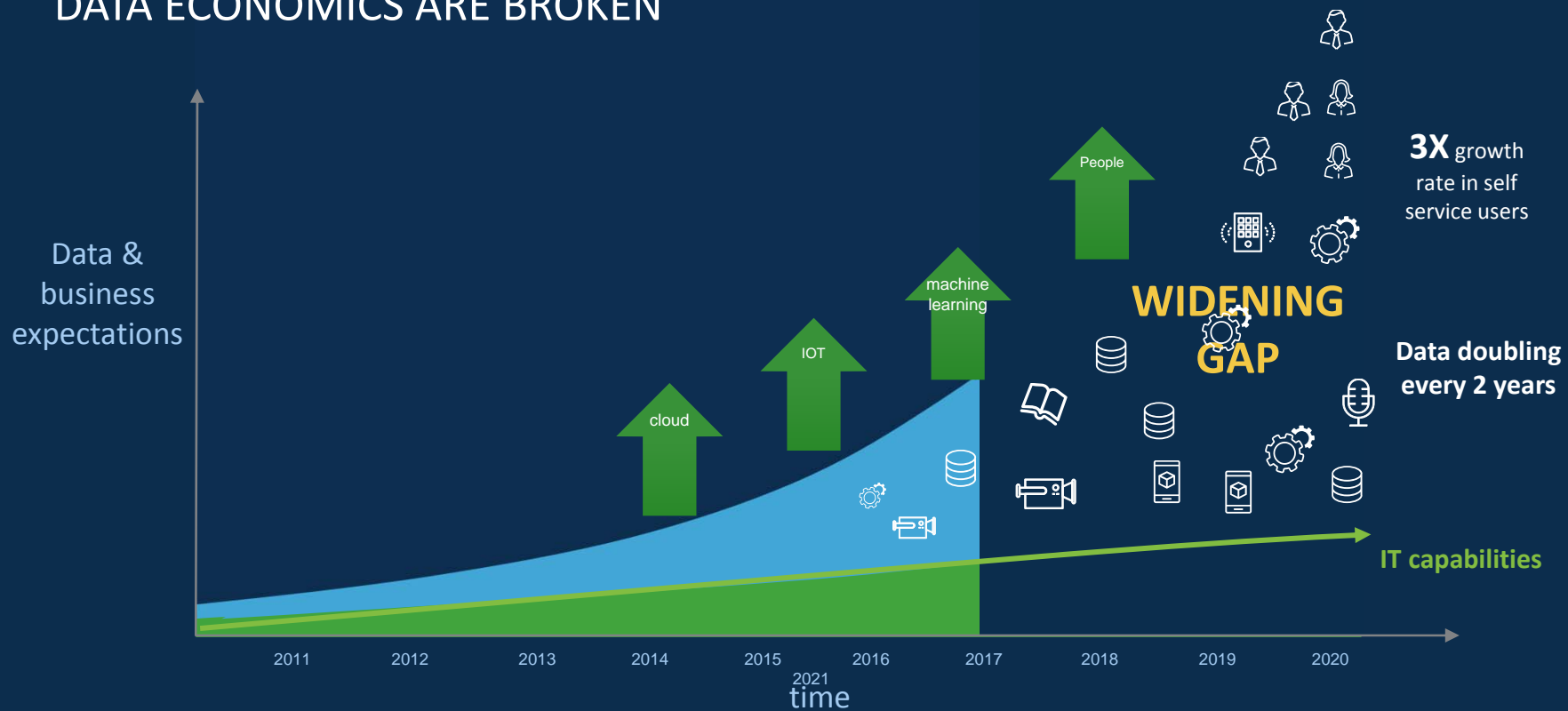
Darren Brunt
Director, Pre-Sales



Christophe Tournier
Director, Product
Management

IT CAN NO LONGER KEEP PACE WITH DATA OR USERS

DATA ECONOMICS ARE BROKEN



BUSINESS/IT DIVIDE

TAKES TOO LONG TO PUT DATA TO WORK FOR THE BUSINESS

IT TEAM



Different
tools

Different
processes

No
common
language

BUSINESS TEAM



**TALEND SPRING '18,
A FORCE MULTIPLIER
TO PUT MORE DATA TO WORK**



TALEND DISRUPTS DATA ECONOMICS

NATIVE SUPPORT AND COMPLETE PORTABILITY: BUILD ONCE, RUN ANYWHERE

Talend Data Fabric

Introducing Serverless Computing



A rectangular box with a blue border containing logos for on-premises data processing. At the top left is the Apache Spark logo (a star with 'APACHE' above it and 'Spark' below it). To its right is the Cloudera logo. Below these is the text 'On-premises'. At the bottom left is the MapR logo. At the bottom right is the Hortonworks logo (three elephants).

APACHE Spark cloudera®

On-premises

MAPR HORTONWORKS®



A cloud-shaped graphic with a green outline containing logos for multi-cloud environments. At the top is the AWS logo. Below it is the text 'Cloud Multi-cloud'. At the bottom left is the Microsoft Azure logo. At the bottom right is the Google Cloud Platform logo.

aws

Cloud Multi-cloud

Microsoft Azure Google Cloud Platform



A cloud-shaped graphic with a green outline containing logos for serverless computing. At the top is the Docker logo. Below it is the text 'Serverless'. At the bottom left is the Qubole logo. At the bottom right is the Cloudera Altus logo.

docker

Serverless

Qubole® Cloudera Altus

2018

LENOVO'S JOURNEY TO SERVERLESS & RESOURCE EFFICIENCY



MAKE DATA A TEAM SPORT

INTRODUCING NEW TALEND CLOUD APPS



Developers /
Data Engineers



Business analysts /
Data scientists



Data stewards /
Operations



Partners /
The entire business

2017

2018



Talend
Studio



Cloud Data
Preparation



Cloud Data
Stewardship



Cloud Data
Streams



Data
Catalog



API

TALEND DATA FABRIC

Big Data Integration | Data Quality | Security | Management | Governance

Free Edition
Available Now



TALEND DATA STREAMS

Self-service Streaming Data Integration for Everyone



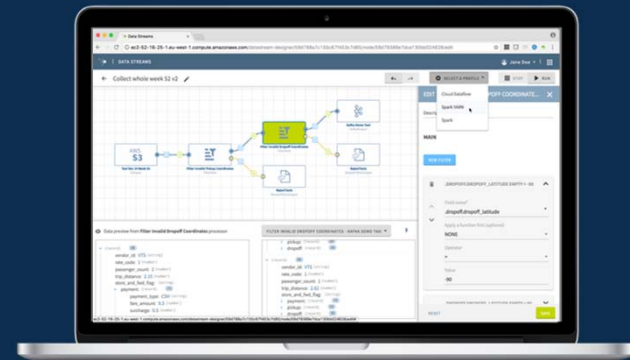
STREAMING AND NEW TYPES OF DATA



- **Data flowing ALL the time**
- **Heterogeneous data formats**
- **Unpredictable schema changes**

TALEND CLOUD DATA STREAMS

- Get up and running in minutes with a web-UI
- Ingest streaming and cloud data painlessly
- Accelerate pipeline development
- Unparalleled portability with Apache Beam
- Part of a suite of collaborative apps



Data Engineer



Data Scientist



Data Analyst

Self-Service Streaming Data Integration for Everyone

NEXT GEN STREAMS PROCESSING



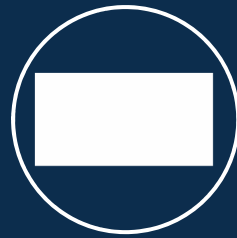
Live Preview



Schemaless
Design



Batch &
Streaming



Multi-Cloud
Portability



Extensible with
Python

PART OF A SUITE OF COLLABORATIVE APPS



Cloud Data Preparation



Developers /
Data Engineers



Cloud Data Stewardship



Partners /
The entire business



Cloud Data Streams



Data stewards /
Operations



Data Catalog



Business analysts /
Data scientists

TALEND DATA FABRIC

Big Data Integration | Data Quality | Security | Management | Governance



DEMO SCENARIO

We want to
Increase sales

Monitoring the store
performance in real-
time

so that we can
Act during the day



DEMO SCENARIO

DEMO SETUP

ADS-B Exchange
real flight feeds





LET'S DO THIS!

memegenerator.net



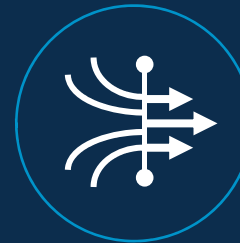
DEMO TAKEAWAYS

DATA STREAMS

AWESOME FULL WEB
PIPELINE DESIGNER



LIVE PREVIEW
INTUITIVE DESIGN



STREAMING
MADE EASY

AVRO
JSON
PYTHON

MODERN
FORMATS & SCRIPTING

USE CASES

Fast Data Ingestion

Clickstream Analysis

Log Analysis

Cloud Streaming

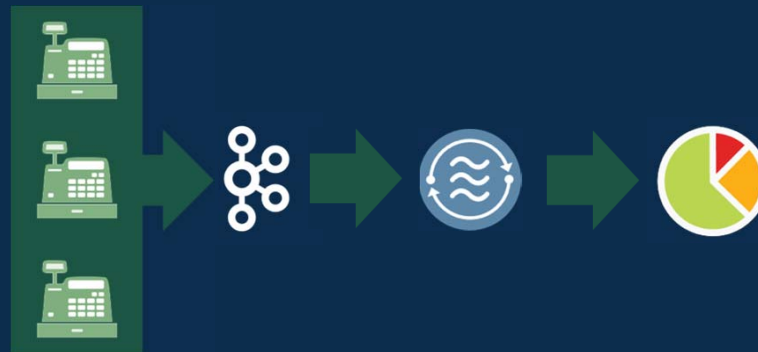
Message Queue Enablement

Self-service Lightweight DI

Self-service in-flight DQ*

Operational Intelligence on
Data in Motion*

HOW LONG DID IT TAKE...



...to connect to
Kafka and
work with
Avro data

...to compute
aggregates on data in-
motion with a
windowing technique

..to connect and ingest
data in ElasticSearch +
Grafana

DEMO TAKEAWAYS



**AWESOME FULL WEB
PIPELINE DESIGNER**



**LIVE PREVIEW
INTUITIVE DESIGN**



**STREAMING
MADE EASY**



**MODERN
FORMATS & SCRIPTING**

FREE VERSION / CLOUD SUBSCRIPTION

Talend Data Streams for AWS

- Free
- Single-user tool
- Integrated one-node engine
- Limited machine types

Spring '18

Talend Cloud Data Streams

- Subscription
- Multi-user
- Multi-cloud
- Works with all Talend Cloud apps
- Deploy & run pipelines anywhere
- Unlimited batch & streaming scalability

Fall '18

TALEND DATA STREAMS PACKAGES

	Free Edition	Cloud Subscription
	Free	Subscription
	Single-user tool	Multi-user platform
	One-node engine with limited machine types	Deploy & run pipelines anywhere
<ul style="list-style-type: none"> › Jumpstart with a Web-UI › Schemaless Design › Live Preview › Unified Batch & Streaming › Works with all Talend Cloud apps › Multi-Cloud & Unlimited batch & streaming scalability 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✗ ✗ 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓
	Spring '18	Fall '18



TALEND DATA STREAMS

- ✓ Self-Service for Everyone
- ✓ Complex Made Simple
 - ✓ Fast Data Ingestion
 - ✓ Lightweight Cloud DI
 - ✓ Message Queue Enablement
- ✓ Free on AWS Marketplace Available Now!

Launch Now: www.talend.com/datastreams-aws/

TALEND SPRING '18 ... SO MUCH MORE



Faster Big Data
Integration



Scaling Trust through
Data Stewardship



50% Improvement in
DevOps

Learn More → www.talend.com/products/whats-new



15TH & 16TH OCTOBER

**ROYAL LANCASTER
HOTEL, LONDON**

[HTTPS://WWW.TALEND.COM/CONNECT2018UK](https://www.talend.com/connect2018uk)

- Sessions: Get inspired by the movers and shakers in cloud and big data
- Demos: Go deeper with Talend than you ever thought possible
- Partners: Discover the latest in cloud and big data technologies and services
- Training: Develop your skills and raise your professional profile

**LIBERATE YOUR DATA
BECOME A DATA HERO**

Q & A

Launch Now!

Talend Data Streams for AWS

www.talend.com/datastreams-aws/

Learn More!

What's New, Trials, Videos

www.talend.com/products/whats-new



APPENDIX

CONTINUOUS DESIGN WITH LIVE PREVIEW

The screenshot shows the Talend Data Streams interface. The pipeline consists of several components: 'Casting Of' (with 'VARCHAR Type'), 'Cleansing' (with 'Data Preparation'), 'Filter' (with 'to be defined'), 'Time Window' (with 'Real Time'), and 'Output' (with 'Parquet'). A 'Data preview out of component Cleansing' table is displayed below the pipeline, showing a list of records with columns for ID, FIRSTNAME, LASTNAME, CITY, COUNTY, STATE, and ADDRESS.

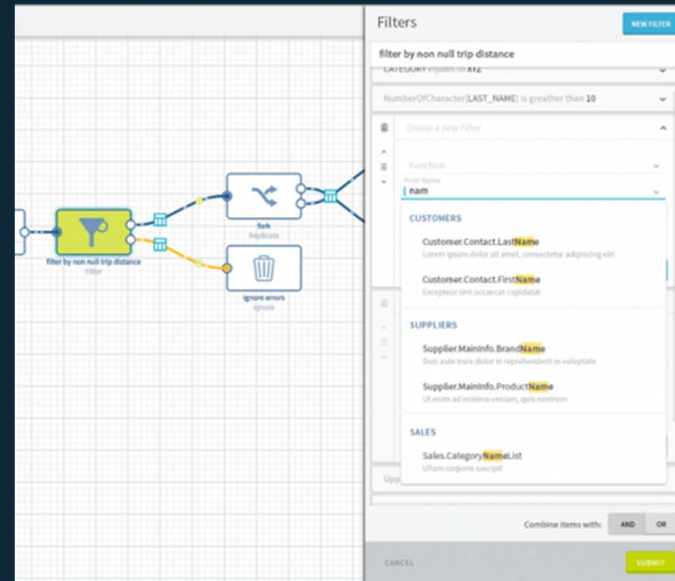
ID	FIRSTNAME	LASTNAME	CITY	COUNTY	STATE	FIRSTNAME	LASTNAME	CITY	ADDRESS
ID-4894	Jolene	Ostolaza	Newport News	Newport News City	VA	Jolene	Ostolaza	Newport News	1616 1425 St He
ID-3816		Suffield	Deer Park	Suffolk	NY		Suffield	Deer Park	1278 Desandre Rn
ID-3933	Weidon	Acuff	Arlington Heights	Cook	IL	Weidon	Acuff	Arlington Heights	73 W Barstow Ave
ID-3877	Aquan	Aquan	Niles	Berrien	MI	Aquan	Aquan	Niles	8877 Connecticut
ID-3781	Jolanda	Hanafan	Bangor	Penobscot	ME	Jolanda	Hanafan	Bangor	3785 Nolan Rd
ID-4865	Zaney	Gabisi	Madison	Dane	WI	Zaney	Gabisi	Madison	48 Cambridge Ave



Read Evaluate Print Loop

SEE YOUR DATA CHANGES IN REAL TIME
AT EVERY STEP OF DESIGN PROCESS

EASIER FLEXIBLE SCHEMALESS DESIGN



DYNAMICALLY DISCOVER AND ADAPT
TO SCHEMA CHANGES

UNPARALLELED PORTABILITY ACROSS ANY CLOUD



DESIGN ONCE, RUN ANYWHERE