Visual Data Discovery & Streaming Data...It’s About Time!

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Product Marketing
Today’s Agenda

• About Datawatch
• Next Generation Analytics
• Real-World, Real-Time Use Cases
• Demonstration
About Datawatch

Public since 1992 – NASDAQ: DWCH

Pioneer in real-time visual data discovery and transformation of any data

Global operations and support

- US, UK, Germany, France, Australia, Singapore, Philippines

Extensive global customer base

- 99 of the Fortune 100
- 12 of the 15 largest financial institutions

Resold and embedded by leading vendors
Premier & Expansive Customer Base

- Financial Services
  - citi
  - Bank of America
  - GMAC Mortgage
  - ING
  - HSBC
  - Credit Suisse
  - JPMorgan Chase
  - Barclays
  - Scottrade
  - Broadridge
  - John Hancock
  - Aetna

- HealthCare
  - Good Samaritan Hospital
  - St. Anthony's Hospital
  - Baptist Health
  - UnitedHealthcare
  - The Chester County Hospital and Health System

- Government
  - U.S. Army
  - IRS
  - United States Postal Service
  - Navy Federal Credit Union
  - U.S. Air Force
  - Atlanta Postal
  - Public Service Credit Union

- Other Industries
  - adidas
  - GE
  - Logica
  - Ford
  - Lowe's
  - Northrop
  - McKesson
  - Toyota
  - Sony

DATAWATCH
Gartner’s 2014 Predictions

Major changes are imminent to the world of BI and analytics

Data discovery will displace traditional IT-authored static reports as the dominant BI and analytics user interaction paradigm by 2015.

By 2017, over 50% of analytics implementations will make use of event data streams generated from instrumented machines, applications and/or individuals.

Source: Gartner’s Predicts 2014 – Nov 2013
Next Generation Analytics

Faster Speed, Faster Insights

- Database
- Distributed or Hybrid Database
- In-Memory Database
- Streaming Data
Traditional vs Next Generation Analytics

Database
- Distributed or Hybrid Database
- In-Memory Database

Data at Rest

Continuous Query

Streaming Data

Query
Next Generation Analytics

How does this compare to today’s sales? Last week, month, year?

What is driving sales?

Alert! Online sales of product x just spiked

Act! Initiate 20% increase ad spend for this product

Database

Distributed or Hybrid Database

In-Memory Database

Streaming Data
Next Generation Analytics

Monitor
- Continuous queries
- Alerts when data goes out of pre-defined ranges

Analyze
- Combine/enrich streaming with intra-day and historic data for deeper understanding

Take Action
- Users can initiate actions that pass instructions and parameters to other applications
Return on Real-Time Visualization

Organizations utilizing real-time data visualization have outpaced all others in several key metrics

26% Growth in New Pipeline

15% Increase in Cash Generated

67% Greater Operational Cost Reduction
Did Streaming Data Win the Civil War?
The Datawatch Difference

Only Datawatch provides **Visual Data Discovery** software that optimizes **Any Data Variety**, regardless of structure, at **Real-Time Velocity**, to deliver next generation analytics.
Next Generation Analytics

Visual Data Discovery together with the data Volume, Velocity, and Variety that forward-thinking organizations require.
Next Generation Analytics

**VISUAL Data Discovery**

- Easy to Create
- Interactive Exploration
- Rich Visualizations
Next Generation Analytics

• Easy for users to author, customize and share
• Interactive exploration
• Visually filter results
• Quickly identify anomalies and outliers with large or in-motion datasets
• Enrich with R or Python

Recognized for innovation with In-Memory Computing
Great Moments in Viz History

Napoleon’s Campaign in Russia, 1812-1813
Charles Mignard
1869

London Cholera Epidemiology Study
John Snow
1854

Causes of Mortality in the Crimean War
Florence Nightingale
1858

“An Inquiry into the Permanent Causes of the Decline and Fall of Powerful and Wealthy Nations”
William Playfair
1805
Next Generation Analytics

**VISUAL Data Discovery**

- Easy to create
- Interactive exploration
- Rich visualizations

At the **VELOCITY** Of Business

- Real-time
- High Latency
- Low Latency
At the **VELOCITY** of Business

Direct real-time and CEP connectors

**CHARTS**

**HEAT MAPS**

**TREE MAPS**

Access all structured and unstructured data sources

Active MQ
Qpid
KDB+Tick
SAP Sybase CEP
Streambase
OSIsoft
Amazon Kinesis
IBM Streams
Where Do Event Streams Come From?

- Internet of Things
- Web clickstreams
- Machine data / log files
- Enterprise applications
- Human generated
- Commercial data
Next Generation Analytics

VISUAL Data Discovery
- Easy to create
- Interactive exploration
- Rich visualizations

At the VELOCITY Of Business
- Real-time
- High Latency
- Low Latency

With Greatest Data VARIETY
- Structured
- Semi-structured
- Unstructured
Greatest data VARIETY

- Structured, Relational and OLAP Sources
- Hadoop and Emerging Sources
- Semi-Structured Sources

Modeled and transformed for analysis
Next Generation Analytics

DATA VELOCITY
- High Latency
- Low Latency
- Real-Time

DATA VARIETY
- Semi-Structured
- Structured
- Unstructured

Increased Data Variety
Real-time Velocity
Visual Data Discovery

Queries
Reports
Dashboards
Next Generation Analytics
Would you drive in LA without GOOGLE TRAFFIC?
<table>
<thead>
<tr>
<th>Customer Challenge</th>
<th>Datawatch</th>
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<tbody>
<tr>
<td>Improve yield production and enhance machine reliability in contact lens manufacturing process</td>
<td>Flexible visualization solution highlighting production line yield, leading to a 2% yield increase and 750,000 additional units produced</td>
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<td>Dozens of risk management systems generating data silos of operational information</td>
<td>Server based solution to visualize integrated risk information in real-time to identify trends and anomalies</td>
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<tr>
<td>Analyze patterns in physiological data that may detect and eventually to predict deadly clinical events</td>
<td>Visualize large volumes of streaming, unstructured data from multiple devices in real-time</td>
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<tr>
<td>Process and visualize billions of streaming trades per day for leading surveillance and compliance platform</td>
<td>Fully embedded visual data discovery solution that delivers a single consolidated real-time view of trading across venues</td>
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Demonstration
Real-Time Personal Finance

1980’s

1990’s

Today!
THANK YOU