



Talend & Snowflake Share Best Practices for Cloud Data Warehouse Modernization in the Age of Big Data During 2018 Cloud Analytics World Tour

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Cloud and Big Data Integration Leader Joins its Partner to Educate Customers on How to Maximize Cloud Data Warehouses to Enable More Informed, Enterprise-wide Decision Making

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Feb. 15, 2018-- [Talend \(NASDAQ: TLND\)](#), a global leader in [cloud](#) and [big data integration](#) solutions, today announced its participation in [Snowflake Computing's 2018 Cloud Analytics World Tour](#), which includes 11 cities across the US, Europe and Australia. The goal of this worldwide roadshow is to reveal how cloud data warehouses can help extend the impact of traditional, on-premises warehouses, overcome current business challenges, and enable more widespread use of data for more informed decision-making.

"We view data warehousing in the cloud as the natural evolution of today's data lakes, which require massive scalability, collaborative governance, accelerated data quality measures enabled by machine learning and widespread accessibility," said Michael Pickett, SVP of Business Development and Partner Ecosystems for Talend. "We're eager to join our cloud partners at Snowflake on this educational tour that will help customers better understand how to capitalize their data warehouses to enable more wide-spread, data-driven decision making."

In the Gartner Big Data Adoption Survey, 52 percent of respondents state that determining how to get value from big data is one of their top three challenges, and the enterprise data warehouse was the most likely way for them to derive value from big data.¹ Currently \$10.2B of the market operates on premises and \$1.2B in the cloud, however the cloud portion is projected to grow tremendously over the next four years.

During this four-month roadshow, attendees will gain evidence-based insights and the tools and techniques needed to increase business agility by overcoming the restraints of legacy warehousing infrastructure by utilizing the cloud. At each event, Talend will participate in an "Expert Panel" discussion and QA session with Snowflake, several other vendors and customers, to reveal how a built-for-the-cloud data warehouse can transform current business challenges into successes.

Talend will also lead its own break-out session at each event titled, "*Turning Any Data into Consumable Analytics in the Cloud.*" In this session, participants will discover how to improve connectivity across a dispersed array of both structured and unstructured data, and enable more employees with governed, self-service access to that information utilizing the cloud, so people have the right data available to them when and where they need it.

"Customers of all sizes are looking for ways to increasingly use the cloud to scale operations, better serve distributed members of the organization, speed time to market and maximize overall value delivered to the business," said Walter Aldana, VP of Alliances at Snowflake. "We're thrilled to have Talend—a leader in cloud and big data integration solutions—join our Cloud Analytics World Tour and help us educate the market on how cloud data warehouses can deliver scalable and integrated analytics with governed, self-service access to unify tools, people and data for more effective and insightful decision making."

Talend representatives will appear at the following free Snowflake Cloud Analytics World Tour half-day events:

- [Munich](#) – February 15
- [San Francisco](#) – March 13
- [Seattle](#) – March 15
- [Denver](#) – March 20
- [Austin](#) – March 21
- [Atlanta](#) – March 22
- [Chicago](#) – April 10
- [Washington, D.C.](#) – April 12
- [New York City](#) – April 17
- [Sydney](#) – May 8
- [Melbourne](#) – May 10

For more information on each of the Snowflake Cloud Analytics World Tour events, visit the [main World Tour website](#). To learn more about all Talend's cloud partner alliances and offerings, visit <https://www.talend.com/about-us/events/snowflake-talend-cloud-analytics-academy/>. Further details on Talend and its complete portfolio of solutions can be found at www.Talend.com.

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¹ Gartner Research, Inc., "Efficiently Evolving Data from the Data Lake to the Data Warehouse," Rick Greenwald, Ehtisham Zaidi, November 2017.

About Talend

Talend ([NASDAQ: TLND](#)) is a global leader in cloud and big data integration solutions that helps companies turn data into a strategic asset that delivers real-time, organization-wide insight into customers, partners, and operations. Through its open, native, and unified integration platform, Talend delivers the data agility required for companies to meet the constantly evolving demands of modern business. With Talend, companies can easily scale their data infrastructure and rapidly adopt the latest technology innovations in cloud and big data. Talend's solutions support over 1500 global

enterprise customers including AstraZeneca, GE, HP Inc. and Lenovo, across a range of industries. Talend has also been recognized as a leader in its field multiple times by leading analyst firms, as well as several industry and data trade publications including InfoWorld and SD Times. For more information, please visit www.talend.com and follow us on Twitter: [@Talend](https://twitter.com/Talend).

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Talend

Chris Taylor, 408-674-1238

VP, Corp. Communications

ctaylor@talend.com

or

Siobhan Lyons, 202-431-9411

Director, Corp. Communications

slyons@talend.com