



## Talend Partners with Snowflake and Datalytx to Deliver Self-Service “Pay-as-you-Go” Data Analytics and Data Science for Enterprises in Europe

September 25, 2018

### New Platform Enables Business Users to Access Live and Instant Reporting in the Cloud

REDWOOD CITY, Calif. and LONDON, United Kingdom, Sept. 25, 2018 (GLOBE NEWSWIRE) -- [Talend \(NASDAQ: TLND\)](#), a global leader in [cloud data integration solutions](#), [Snowflake Computing](#), the data warehouse built for the cloud, and [Datalytx](#), the leading provider of big data engineering, data analytics, data science and cloud solutions, today unveiled a new Platform as a Service designed to provide business users, including sales and marketing, with direct access to relevant data analytics and data science capabilities, without relying on IT. It allows any business user to manipulate data to spot business opportunities without a background in statistics or technology and with no additional IT costs and dedicated resources.



Available from Datalytx, the new Self-Service Data Platform includes Talend Cloud for data governance and management to allow business users to integrate, clean and master data coming from a range of sources, including Salesforce, SAP and Marketo. The data is then centralized in a smart data lake powered by Snowflake offering infinite scale and zero administration requirements. Datalytx provides the complete, fully managed cloud data platform on a monthly subscription fee with no setup costs. Included in the offering is 24/7 service & support and up to three trained staff to build and manage data pipelines. The customer just turns the service on, decides what needs to be ingested, and Datalytx does the rest. Customers can connect to popular data science and visualization tools including Tableau, Power BI and Zoomdata. Within a day, customers can examine their data, and within 20 to 60 days, depending on the complexity, customers can generate new insights and gain a truly 360-degree view of their customers by combining data in new ways and providing secure access to it.

[VT iDirect®](#), a global leader in IP-based satellite communications, is one of the first companies to use the new Self-Service Data Platform to optimize satellites' performance.

“The Self-Service Data Platform provided by Datalytx takes away all of the complexity and challenge in running a Big Data Platform,” said Guy Adams, VP of Engineering, VT iDirect. “The power of Talend’s data management solutions and the scalability and flexibility of Snowflake’s data warehouse provide the power to analyze vast amounts of network data for any size of network operator.”

According to Gartner, “By 2020, the number of data and analytics experts in business units will grow at three times the rate of experts in IT departments, which will force companies to rethink their organizational models and skill sets.”<sup>1</sup> Thus, the importance of enabling business users to access and manipulate data in a simple way is becoming an organizational necessity.

“IT teams are struggling to keep pace with growing data volumes and the increasing number of employees that want data insights,” said Ciaran Dynes, SVP, Products, Talend. “Through our collaboration with Snowflake and Datalytx, we’re significantly lowering the barrier to entry to organization-wide data access in terms of both cost and IT management.”

“Data growth is exploding, and most organizations don’t consistently turn data into action due to fundamental challenges that include data silos, painful upfront costs and overprovisioned capacity,” said Justin Mullen, Co-Founder and Managing Director, Datalytx. “Our Self-Service Data Platform enables the business users to consume data easily, while reducing the costs traditionally associated with data management and analytics using the scalability of the cloud and pay-as-you-go model.”

“Today’s leading data-driven organizations want to find new ways to get instant access to data and real-time insights, while guaranteeing data governance,” said Walter Aldana, VP Alliances, Snowflake. “The Self-Service Data Platform provided by Datalytx answers the digital challenges organizations are facing today, including access to trusted data easily, the enablement of the orchestration of data exchanges and governance.”

To learn more about the full capabilities and benefits of the Self-Service Data Platform from Talend, Datalytx and Snowflake, visit [www.datalytx.com](http://www.datalytx.com). An on-demand webinar is also available [here](#).

For more information about how [VT iDirect](#) leverages the power of the new Self-Service Data Platform, register to [Talend Connect UK](#), taking place on Oct. 16 in London.

Like this story? Tweet this: .@Talend partners with @Datalytx and @SnowflakeDB to enable business users to turn data into action in the #cloud <https://bit.ly/2LnKLxJ>

#### About Datalytx

Datalytx is a leading provider of big data engineering, data analytics and cloud solutions, enabling faster, more effective and more profitable decision-making throughout your enterprise. Datalytx specialises in deployments of data driven solutions, and leading implementations into high performance data environments. Together with industry leading partners – including Talend, Snowflake, Cloudera, AWS, Azure, Tableau, Zoomdata and Databricks – we deliver high quality solutions to diverse clients across multiple sectors.

Our proven design patterns for data pipelines and cloud data warehouses are powering real-time and batch data processing engines across an array of sectors. Our customers are now benefiting from the ability to ingest, curate, cleanse, integrate and enrich data from any data source or IOT device, at any scale and speed. Our clients include JD Sports, iDirect, BetVictor, Flybe, Calor Gas and many more.

### **About Snowflake Computing**

Snowflake is the only data warehouse built for the cloud. Snowflake delivers the performance, concurrency, and simplicity needed to store and analyze all data available to an organization in one location. Snowflake's technology combines the power of data warehousing, the flexibility of big data platforms, the elasticity of the cloud, and live data sharing at a fraction of the cost of traditional solutions. Snowflake: Your data, no limits. Find out more at [snowflake.net](http://snowflake.net).

### **About Talend**

Talend (Nasdaq: [TLND](http://TLND)), a leader in cloud integration solutions, liberates data from legacy infrastructure and puts more of the right data to work for your business, faster. Talend Cloud delivers a single platform for data integration across public, private, and hybrid cloud, as well as on-premise environments, and enables greater collaboration between IT and business teams. Combined with an open, native, and extensible architecture for rapidly embracing market innovations, only with Talend can you cost-effectively meet the demands of ever-increasing data volumes, users, and use cases.

Over 1,500 global enterprise customers have chosen Talend to put their data to work including GE, HP Inc., and Domino's. Talend has been recognized as a leader in its field by leading analyst firms and industry publications including Forbes, InfoWorld, and SD Times. For more information, please visit [www.talend.com](http://www.talend.com) and follow us on Twitter: @Talend.

<sup>1</sup> Gartner "[How to Enable Self-Service Analytics and Business Intelligence: Lessons From Gartner Award Finalists](#)", Carlie J. Idoine, Cindi Howson

Chris Taylor  
Talend  
408-674-1238  
[ctaylor@talend.com](mailto:ctaylor@talend.com)

Alice Borda  
Talend  
[aborda@talend.com](mailto:aborda@talend.com)

