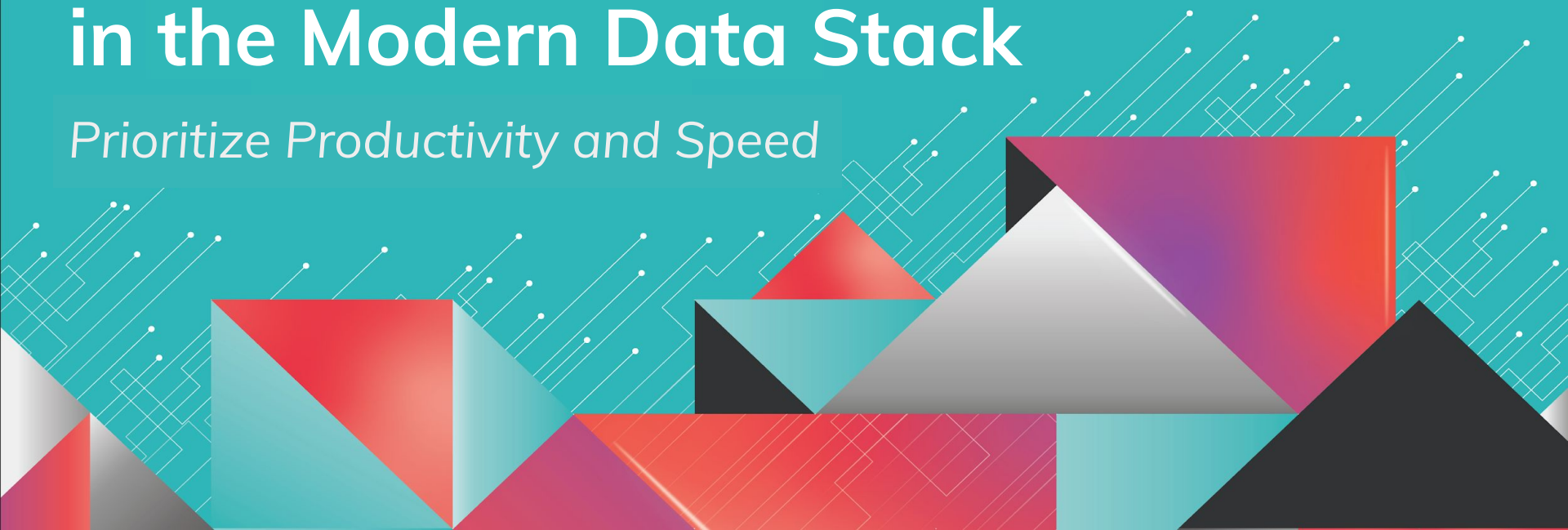




ASCEND.IO

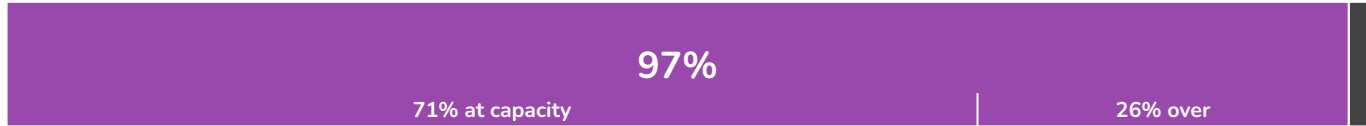
Achieving Automation in the Modern Data Stack

Prioritize Productivity and Speed

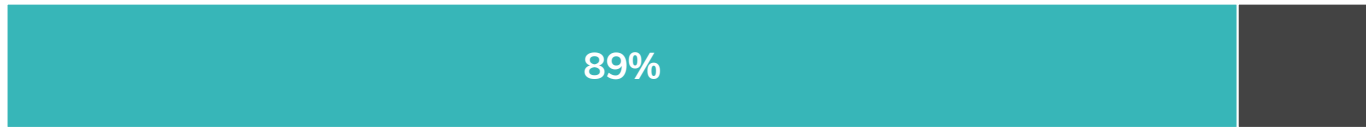


The Struggle is Real

Data teams have workloads **at or above capacity**



Teams consider or **already use automation**, low / no-code solutions



People take on responsibilities **outside their core job function**



Full report available at the ascend.io [link here](#)

DATA ENGINEERING EVOLVED
ASCEND IS SURVEYED
329
DATA ENGINEERS
DATA SCIENTISTS
DATA ANALYSTS

THE POWER OF AUTOMATION, LOW-CODE, AND NO-CODE

97% of data teams are at or above capacity

78% of data teams consider or already use automation, low / no-code solutions

89% of data teams consider or already use automation, low / no-code solutions

73% of data teams consider or already use automation, low / no-code solutions

EVERYONE IS FEELING THE PAIN

3% of data teams are not using automation, low / no-code solutions

2x faster time to market

3.5x faster time to market

BUT, there is an interesting pattern emerging...

ALL ROADS LEAD TO DATA ENGINEERING

48% of data teams are using automation, low / no-code solutions

54% of data teams are using automation, low / no-code solutions

RESEARCH SHOWS THERE'S A BETTER WAY

DATA ENGINEERS
1.5x faster time to market

The Opportunity Window

Organizations adopt automation

to achieve leaps of improvement in speed and efficiency

There are **moments of opportunity**

where an organization can step up automation in its data stack

You're in the window if you're doing one of these:

- Cloud migration
- Data democratization (data mesh, data fabric)
- Cloud warehouse / lakehouse adoption
- Revamping data architecture / data stack
- Modernizing data tooling

Are Hearing Symptoms?

There are **symptoms that indicate readiness** that an organizations can step up automation in its data stack

You may have some readiness when you hear the following:

- **Not enough data engineers** to handle demand
- Entire team is consumed by **keeping legacy running**
- **Focus on infrastructure**, data is an afterthought
- Business is **disengaged due to slow pace**
- **Seams / silos** among teams - data engineers and data analysts can't collaborate
- Simple tools don't meet **complex data needs** - push to build in-house data stacks
- **Fragmented innovation** - replication of old on-prem architecture patterns

What Speed and Efficiency looks like

“What I just did in an hour would have taken me weeks... this is really cool.”

- Francis Chan, Director of Engineering @ DivX

“With the Ascend Platform’s visual and interactive UI, **everybody on the team** is now comfortable with being able to do the vast majority of the transforms that we need.”

- Geoff Aoyagi, Senior Director of Data and Analytics at Mayvonn

“Ascend just put everything together and allowed us to have a **nice, visual way to represent our workflows** with an engine behind it that scales.”

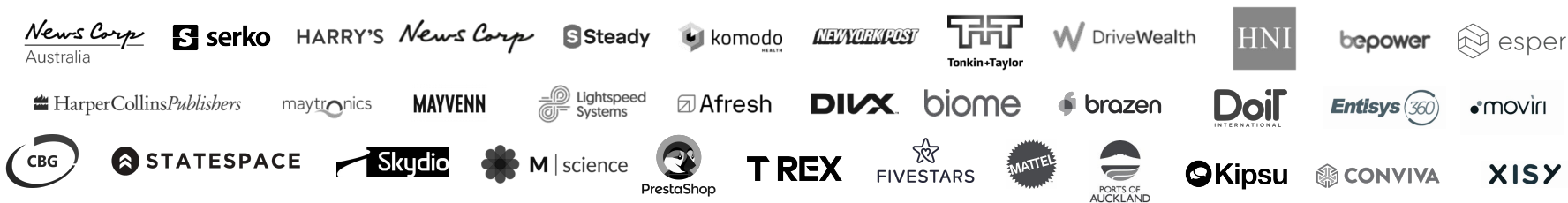
- Tom Koslowski, VP Decision Science @ HNI

“The value it unlocks is the stuff that couldn’t be done before. The iteration and speed at which the analysts can **take on projects were impossible to do before.**”

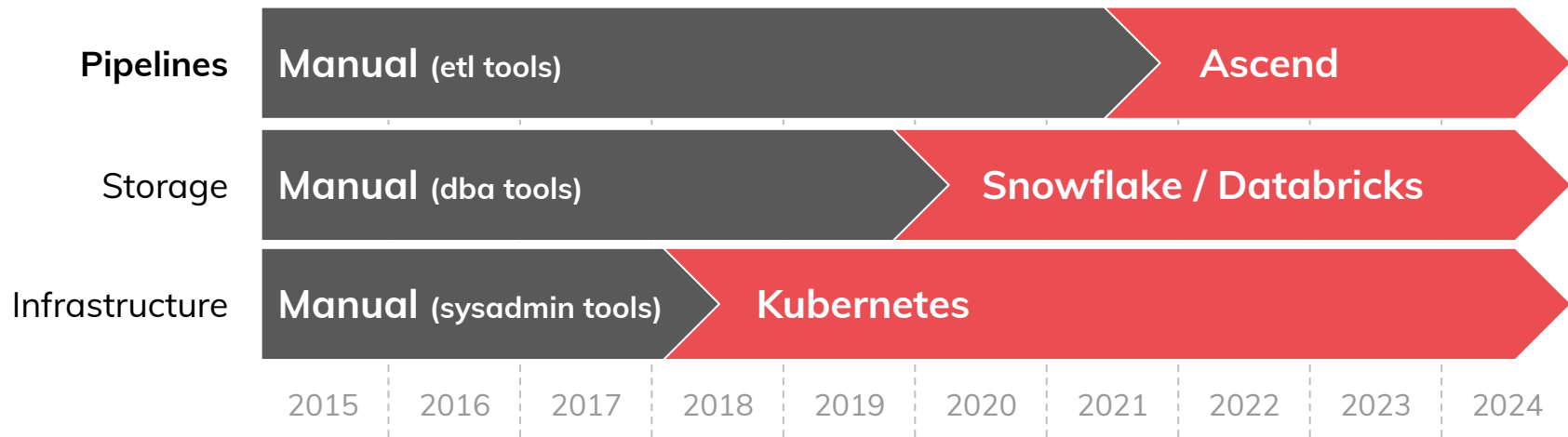
- William Knighting, Data Analyst @ Harry’s

“The Ascend Platform is a phenomenal application for data engineering in companies like Be Power, which benefits from an end-to-end platform like Ascend **instead of investing in custom open source solutions that take massive amounts of time and effort to operate.** I’ve searched for something like Ascend for a long time.”

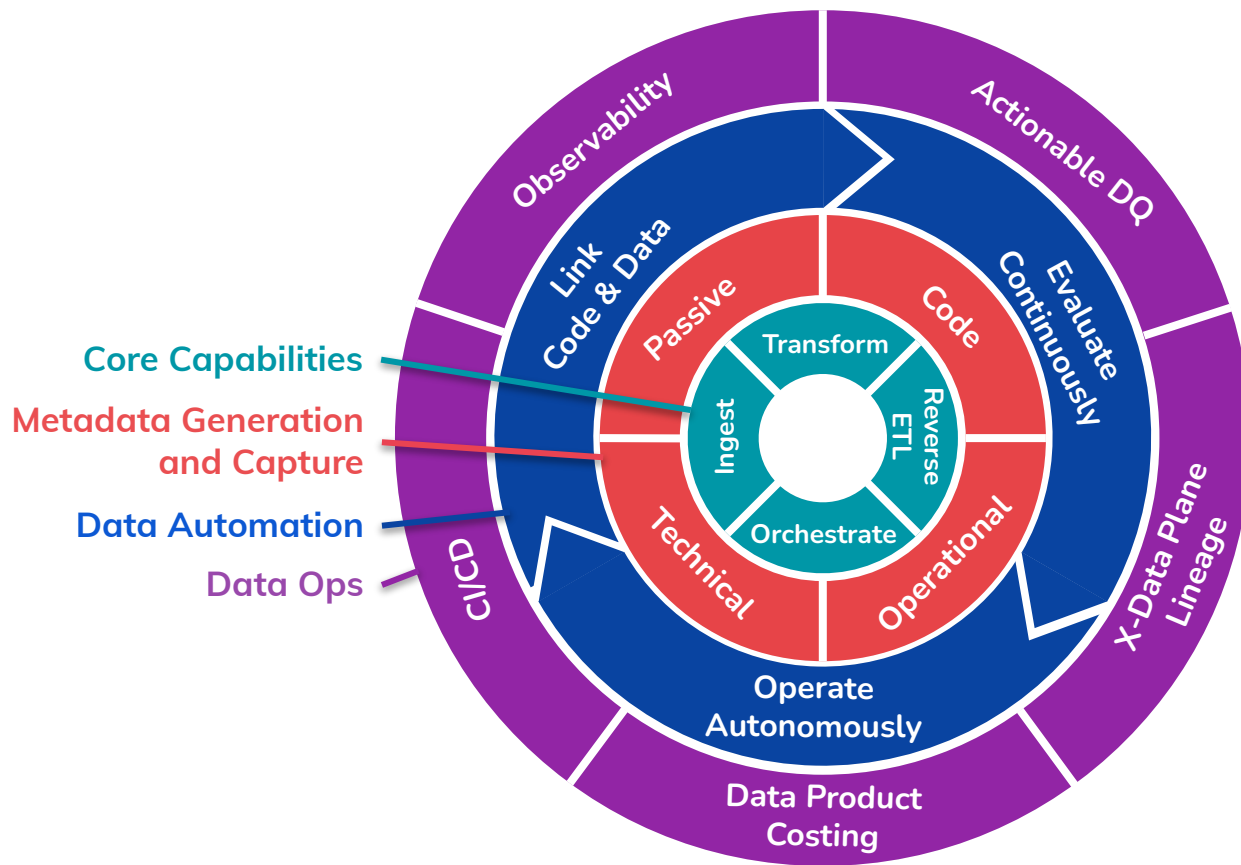
- Paolo Esposto, CDO @ Be Power



The Answer is Automation



The Dimensions of Data Automation



Automate End-to-End, Not In Silos

Business value is in the data - **not in the code**

Team collaboration happens on **unified platforms** - not in silos

The seams in piecemeal architectures are bear traps - the metadata breaks

Reducing the **number of tools in the data value chain** reduces overall costs

Let's Do This

Ascend is next level data automation - must see to believe

Visit our booth - demos run live on Snowflake, Databricks, BigQuery, Spark

Free developer tier - lower barrier of entry

Free trials - full production-grade deployment with your use case

Partnerships - XisY, Snowflake, Databricks, AWS, Microsoft, GCP



THANK YOU!

