



DELIVERING VALUE WITH DATA - THE KEY PRINCIPLES TO SUCCESS

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A Manchester City player, Kevin De Bruyne, is shown in a light blue home kit, celebrating with his mouth open and fists clenched. The kit features the Puma logo, the Manchester City crest, and the 'ETIHAD AIRWAYS' sponsor text. The background is a blurred stadium with bright lights.

Let's start with
a **data Story**



Identify the
Business Value



The Key Principles of Data Success

Edge, Data Centre,
Cloud

Distribution of Data

Mesh, Fabric, Lakehouse

Silos of Everything

Security and
Compliance

People and Process



Edge

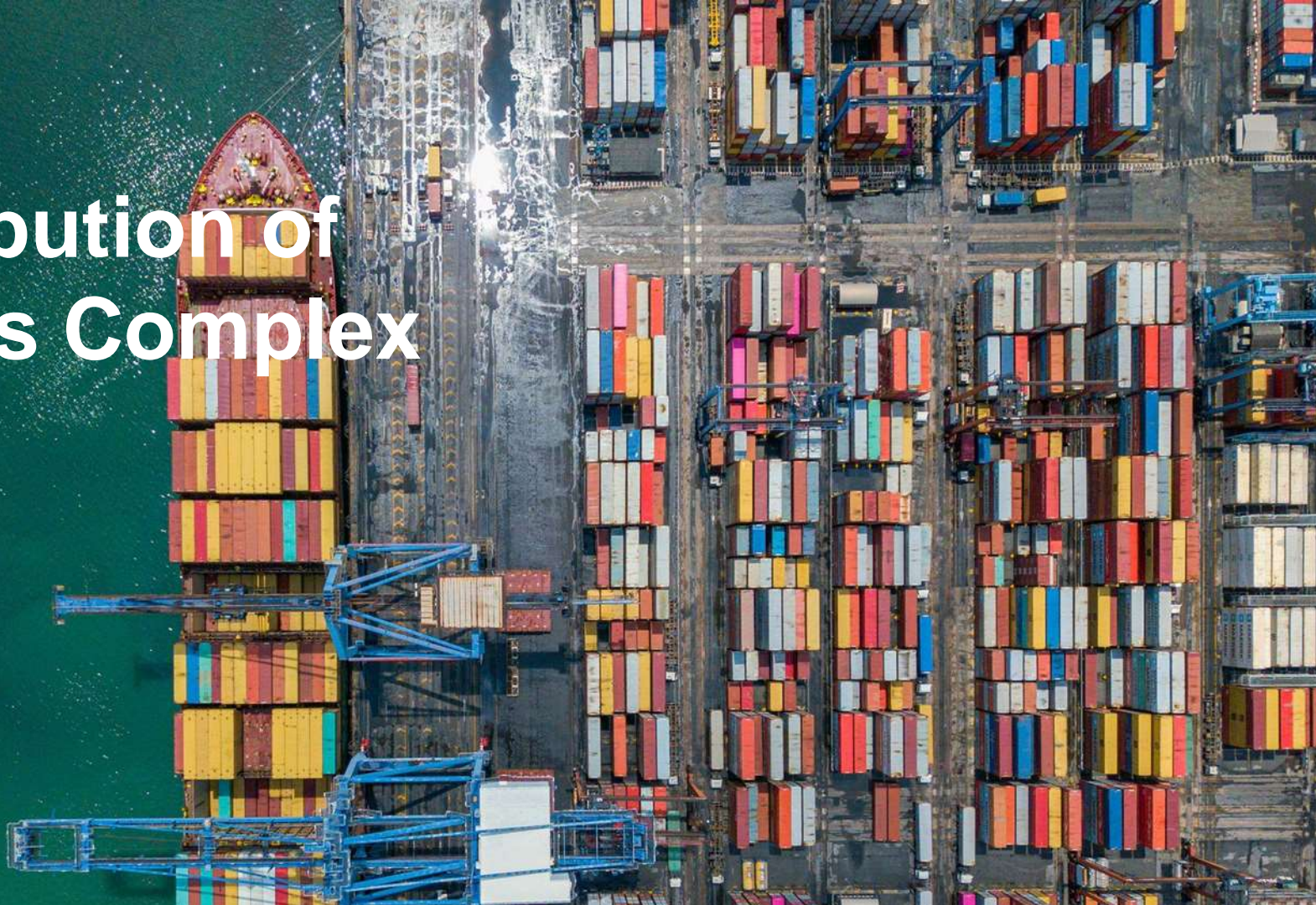


Data Centre



Public Cloud

Distribution of Data is Complex





The Mesh, The Fabric & The Lakehouse

WHO WE ARE

CLOUDERA

CLOUDERA

THE HYBRID DATA COMPANY

We believe that **data** can make what is impossible today, possible tomorrow

We empower people to transform complex **data anywhere** into actionable insights faster and easier

We deliver a hybrid data platform with secure **data management** and portable cloud-native **data analytics**

CLOUDERA DATA PLATFORM

The only hybrid data platform for modern data architectures with data anywhere

The ONLY hybrid data platform that enables **modern extensible data architectures** built for hybrid data **at scale**



The ONLY hybrid data platform with data management and data analytics that **run across multi-cloud and on-premises**



The ONLY hybrid data platform that enables “**write once run anywhere**” **data analytics portability** across multi-cloud and on-premises

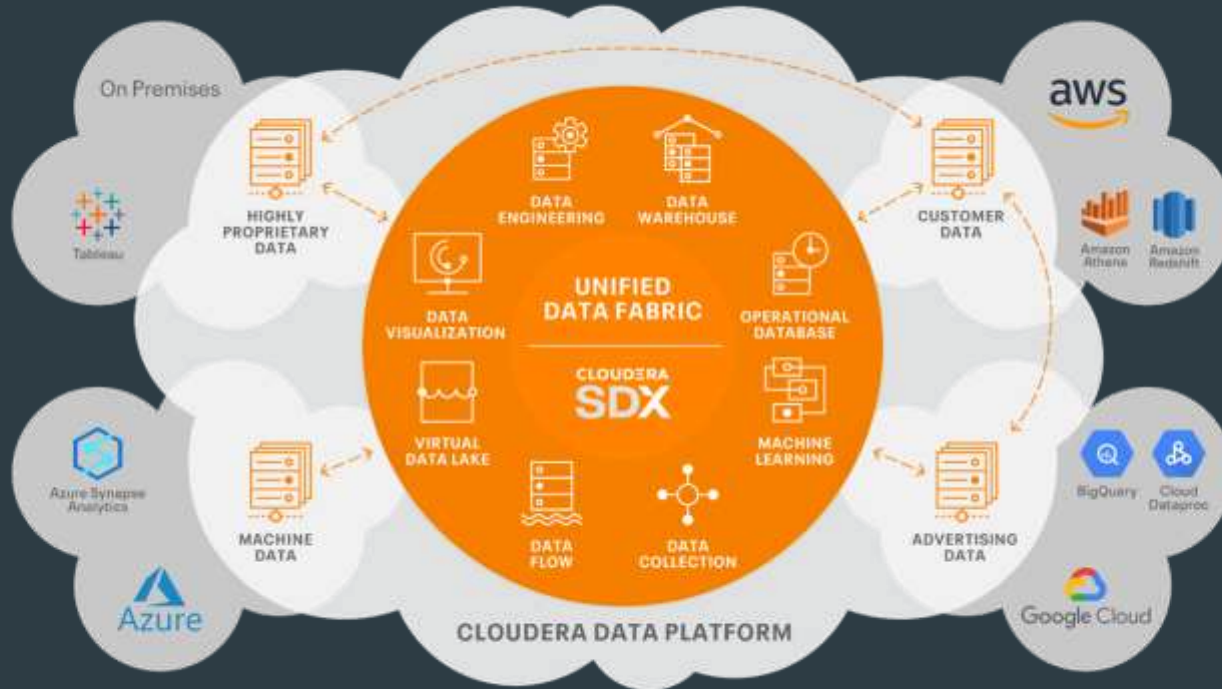


The ONLY hybrid data platform with **secure, open data management and governance** across multi-cloud and on-premises AND **open and cloud-native storage** formats

SDX METADATA | SCHEMA | MIGRATION | SECURITY | GOVERNANCE

CLOUDERA'S HYBRID DATA PLATFORM

Portable. Interoperable. Open. Secure.



A dramatic low-angle shot of a SpaceX Falcon Heavy rocket launching. The rocket is white with the blue 'SPACEX' logo on its side. It is surrounded by a massive, bright orange and yellow plume of fire and white smoke. To the left, a metal service structure is visible, partially obscured by the smoke. The background is a dark, cloudy sky.

Be Curious.

THANK YOU

CLouDERA