



talend

Modern data management that drives real value

An end-to-end platform to discover, transform, govern, and share data

Agenda

Talend Use Cases

Trends we're noticing

Talend Data Fabric

Key Feature Overview

Talend Architecture





Talend Use Cases



Modern Data Management that drives real value

Top initiatives that organizations are driving with data management



Enable Analytics

- Customer 360
- Real-time fraud detection
- Predictive/prescriptive modeling
- Pricing optimization
- Churn management



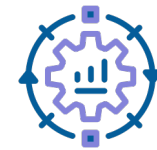
Modernize Cloud & Data

- App modernization
- IT infrastructure modernization
- IT cost optimization
- Data sovereignty



Establish Data Excellence

- Access management
- Data quality
- Business data glossary (data literacy)
- Data marketplace
- Compliance management (GDPR, CCPA)



Accelerate Operational Data

- Data monetization
- Data sharing
- App modernization



“Thanks to Talend, we are able to deploy new services, such as the COVID information, in less than two weeks. This strengthens our brand image as well as our reputation for reliability.”

Yann Jourdain
DSI Voyages Project Manager, Customer Knowledge Division
SNCF



*Accelerating operational data
for real-time customer communication*

Challenges

- Need for an effective way to communicate with passengers at 3,000 rail stations
- Sharing relevant information in real time on everything from schedules, traffic, and ticket prices to Covid-related updates

Solution

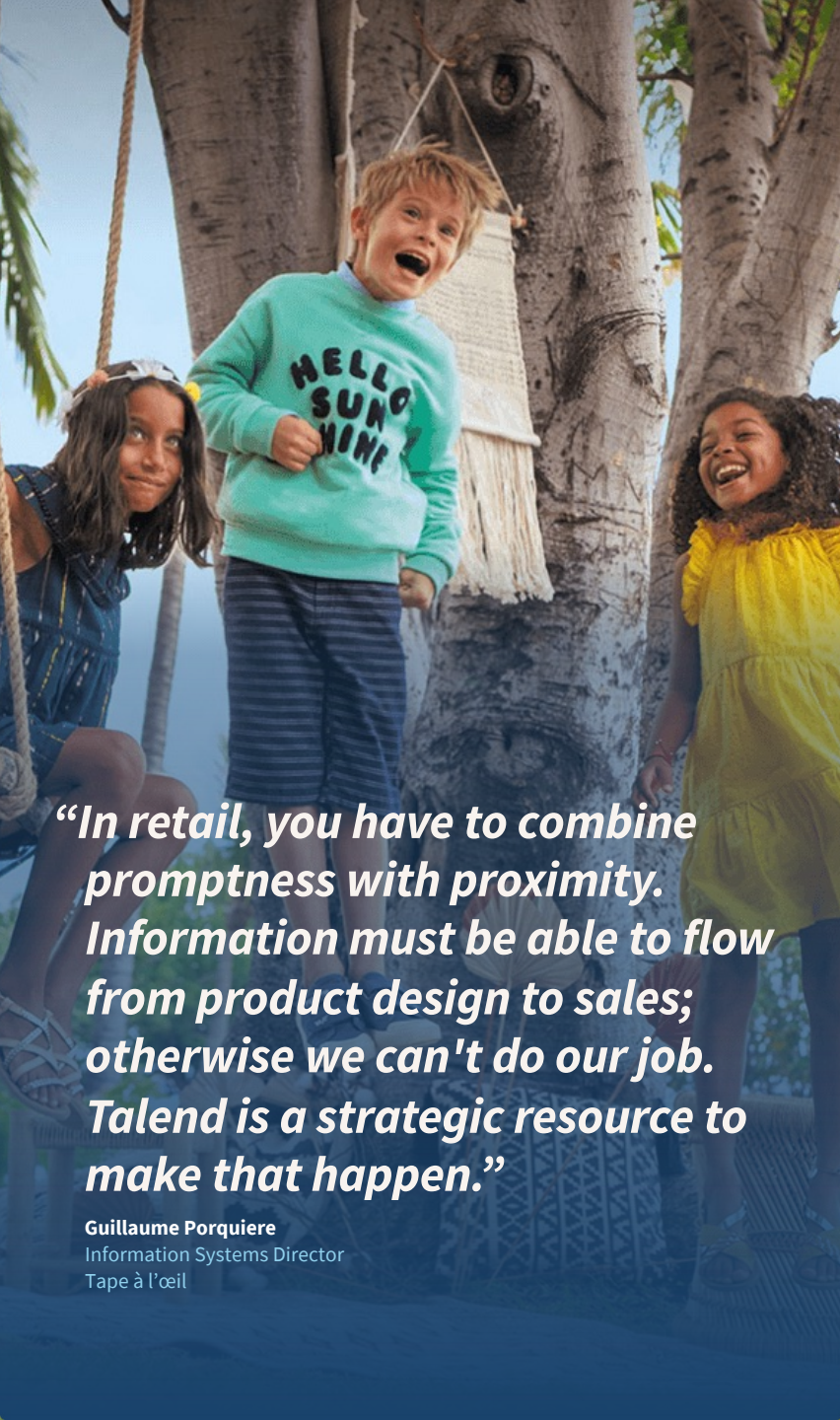
- Consolidating multiple data sources and integrating 50+ million customer records into a single platform with Talend and Capgemini
- Giving all participants in the supply chain the ability to share information via a cloud-based solution or scan milestones via a mobile phone app

Results

50 million
Integrated customer records

50% increase
in timely customer messages

80% savings
using existing technology



“In retail, you have to combine promptness with proximity. Information must be able to flow from product design to sales; otherwise we can't do our job. Talend is a strategic resource to make that happen.”

Guillaume Porquiere
Information Systems Director
Tape à l'œil



*Enabling analytics
to find and attract new customers*

Challenges

- Build the data infrastructure to respond to customer needs in real time
- Implement a new SAP- and Snowflake-based infrastructure for a cloud data warehouse

Solution

- Internal and external data provide stores with insight into customer behaviors and buying habits, which can then be incorporated into predictive models
- With Talend, the company can also enhance its customer marketing data with customer journey analysis and predictive analytics

Results

Near-real time
register receipt stats

100 data streams
developed in 6 months

Optimum quality
for supply chain data



Trends we're noticing



Trends we're noticing

Hybrid Complexity

Cloud and multi-cloud environments are introducing new challenges

Modern Data Engineering

Lakehouse convergence drives new ingestion and transformation methods

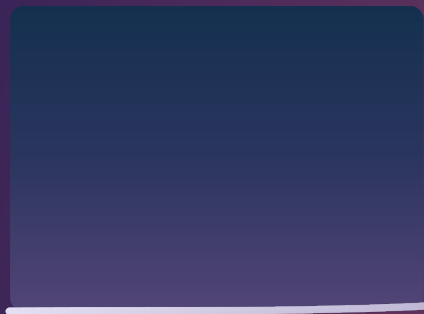
Data -as-a-Product

Data ready and available for a wide range of users and use cases

Hybrid Complexity

Exponential complexity

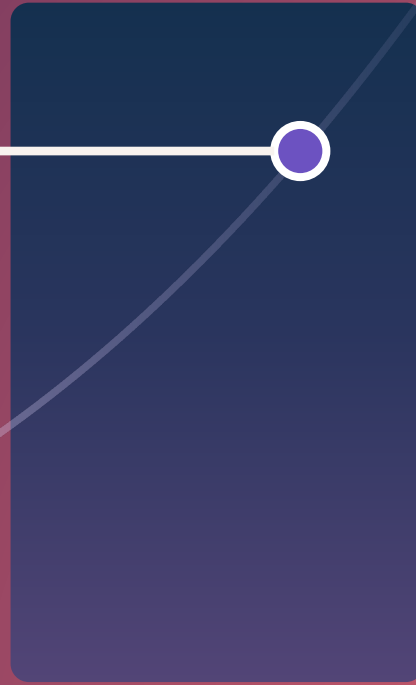
Today



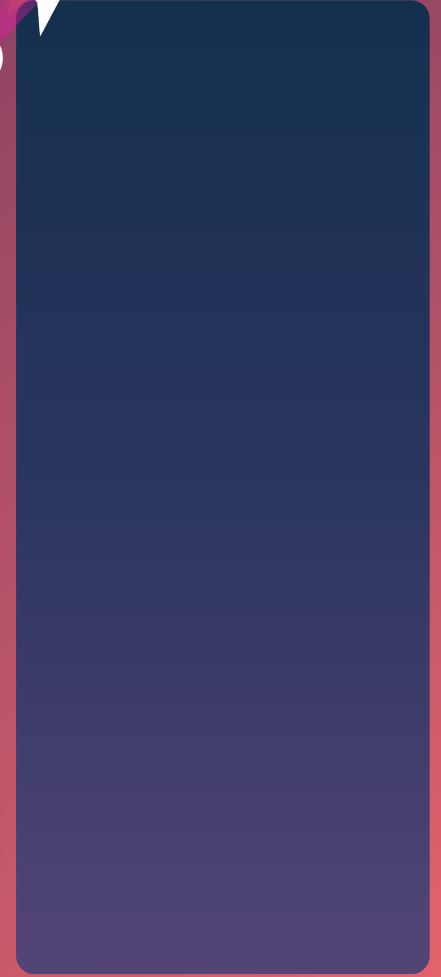
On-Prem



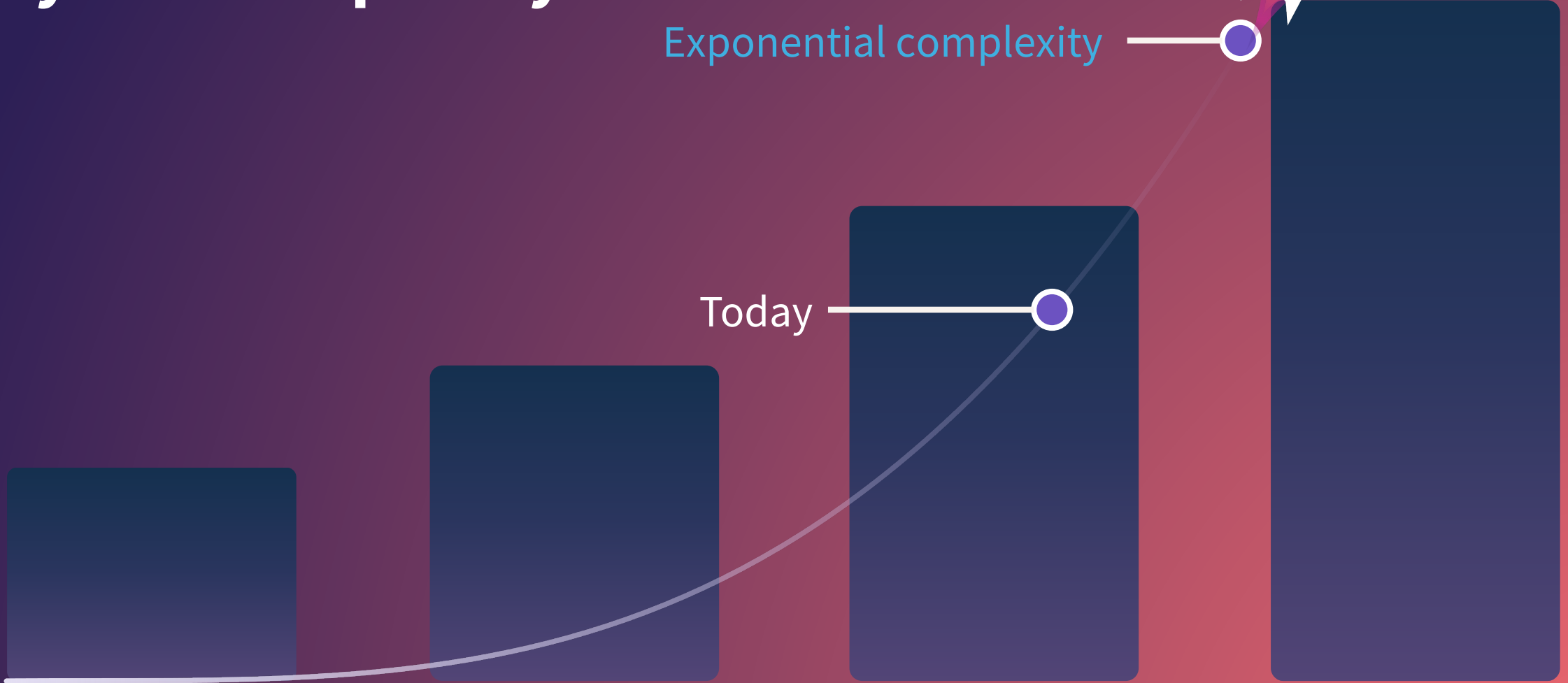
Hybrid



Cloud



Multi-Cloud



Data in the cloud poses challenges

Residency

Where is the data **stored**?

Sovereignty

Where is the data **processed**?

Privacy

Who has **access** to the data?

Data platforms

Are converging towards the lakehouse



Data lake



Data warehouse

The birth of modern data engineering

EL

T

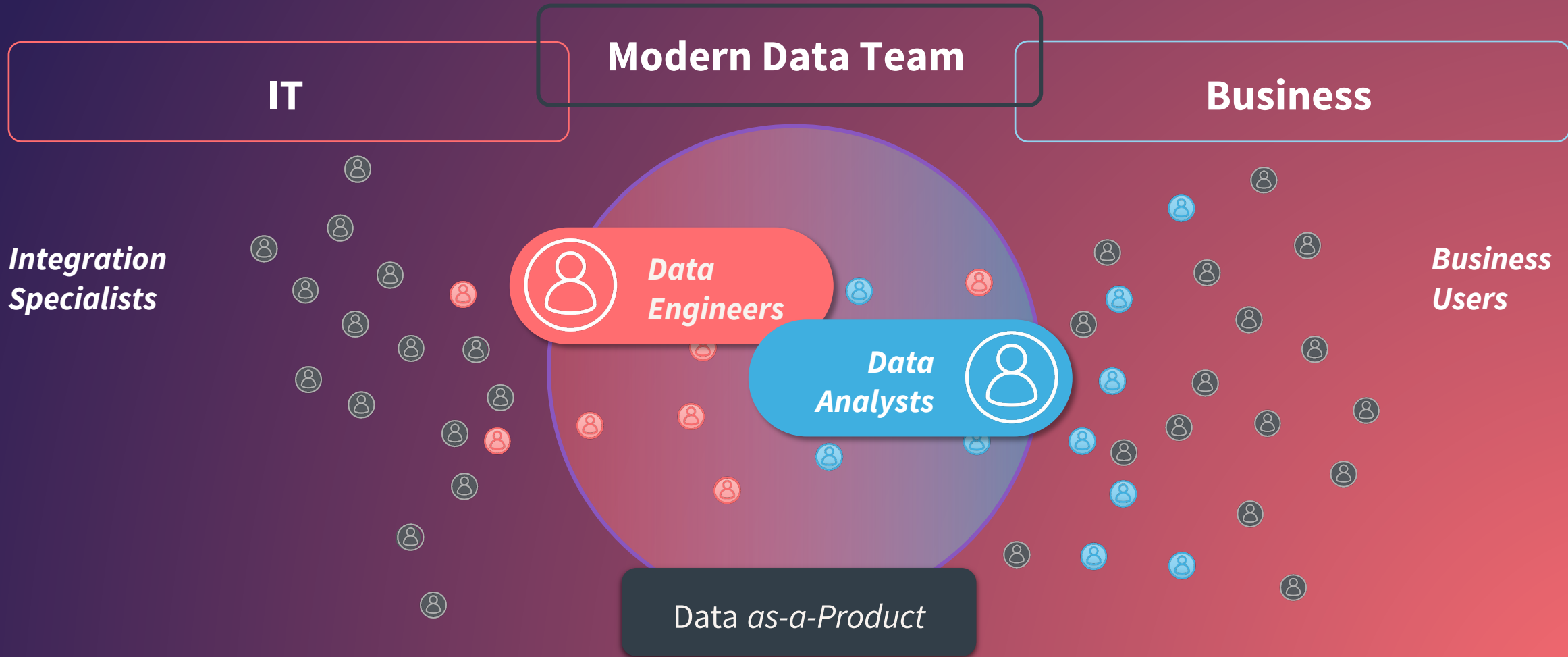
ELT

- Native transformation
- Fast & scalable
- Drives Agility
- Minimizes data movement
- SQL pushdown

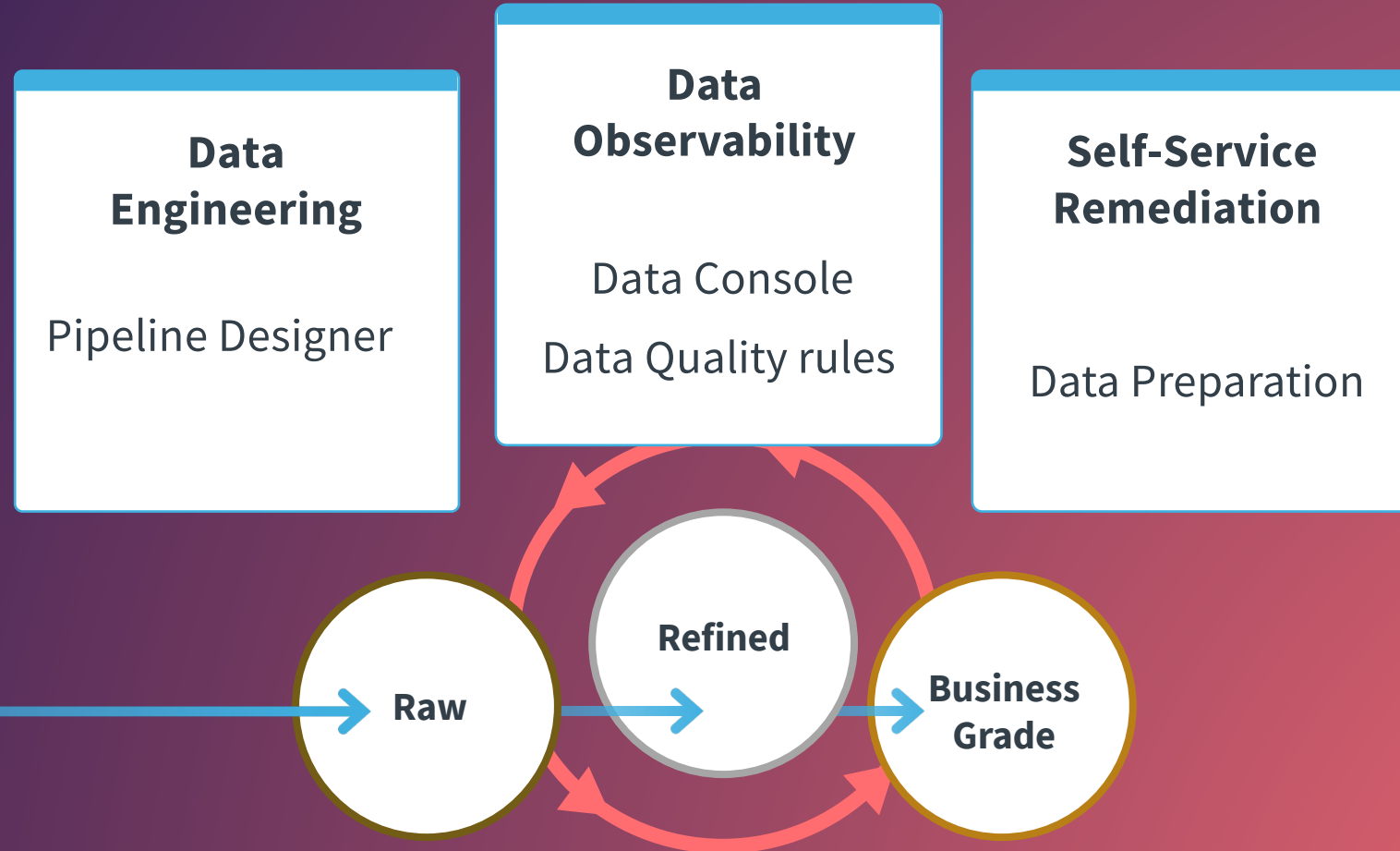


The rise of the modern data team

People & Process



The emergence of Data-as-a-Product





Talend Data Fabric





Talend meets you where you are

Whether you need a point solution for an immediate project, or implement a larger deployment across your organization

Complete

A modular end-to-end data management platform that supports users across the organization

Data integration

Data quality and governance

Application and API integration

Talend Data Fabric



Complete

Modular solution supporting the data lifecycle and users across the organization

Data integration

Data quality and governance

Application and API integration



Flexible

Scalable, extensible and cloud independent supporting a variety of deployment architectures

Cloud independence

Compatible with any data architecture

Scalability and extensibility



Trusted

Delivering transparent business value while supporting security and compliance needs

Accelerated time to value (Academy)

Enterprise-class security and compliance support

Clarity in pricing and costs



COMPLETE

Data integration

Move data from any source to any destination at any speed or frequency

CAPABILITIES

Batch and real-time data processing from all systems and targets on a single platform

Low-code/no-code solutions with simple drag and drop functionality

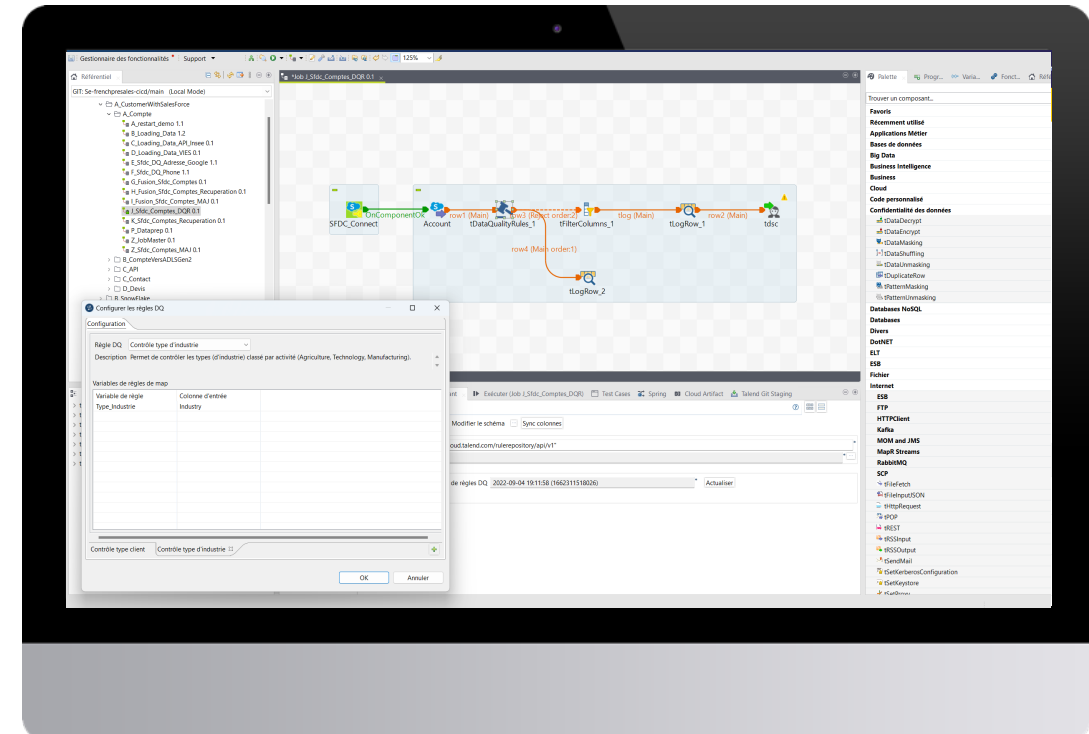
1,000+ out-of-the-box SaaS and on-prem connectors including SFDC, Tableau, and Snowflake

VALUE

Keep up with increasing data volume and complexity with a single source of truth

Reduce reliance on scarce data engineering sources

Manage data operations at scale



Stitch



Pipeline Designer



Change Data Capture



Studio



COMPLETE

Data quality and governance

Establish data trust by ensuring data quality, accuracy, and compliance



CAPABILITIES

Fine-grained data sharing control, data sensitivity labels, tracking, lineage, data masking and more

Talend Trust Score, embedded data quality indicators, and dynamic profiling charts

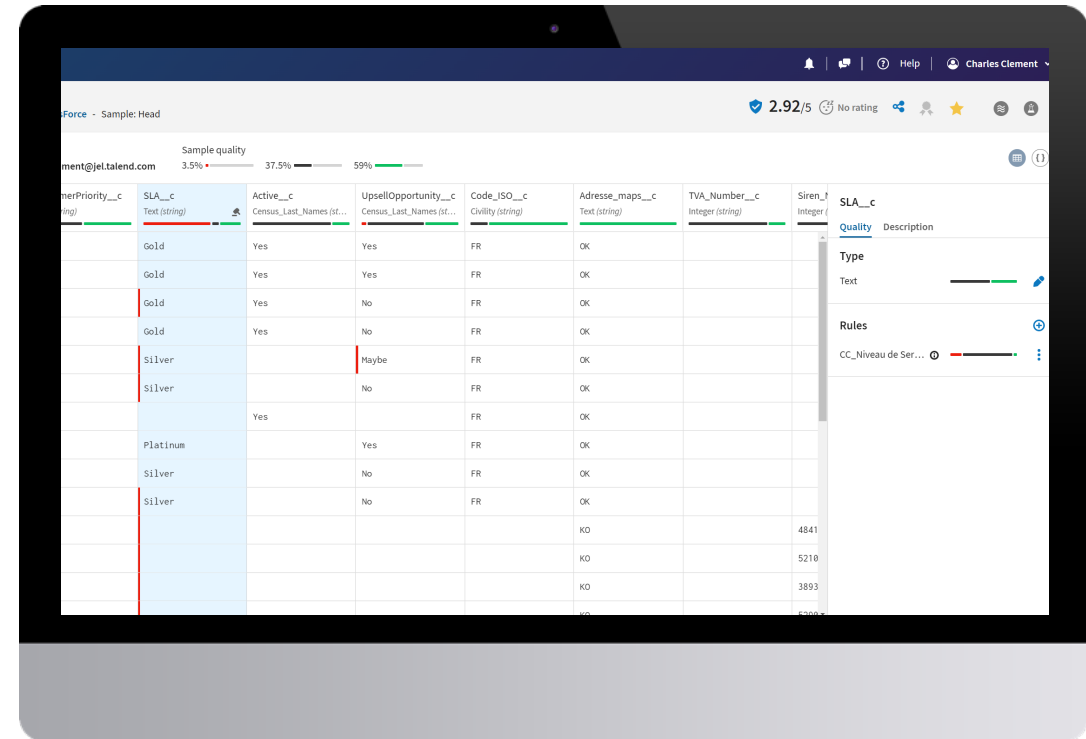
Self-service SaaS applications to monitor and track data org-wide

VALUE

Discover, understand and control data to adhere to regulatory compliance

Deliver trusted insights to users and stakeholders

Make data governance a team sport by enabling citizen data integrators



Data Inventory



Data Catalog



Data Stewardship



Data Preparation



Studio



COMPLETE

Application and API integration

Sync and share data with consumers across the organization seamlessly at scale

CAPABILITIES

Continuous syncing between applications through event driven architectures

API services to design secure and user-friendly APIs

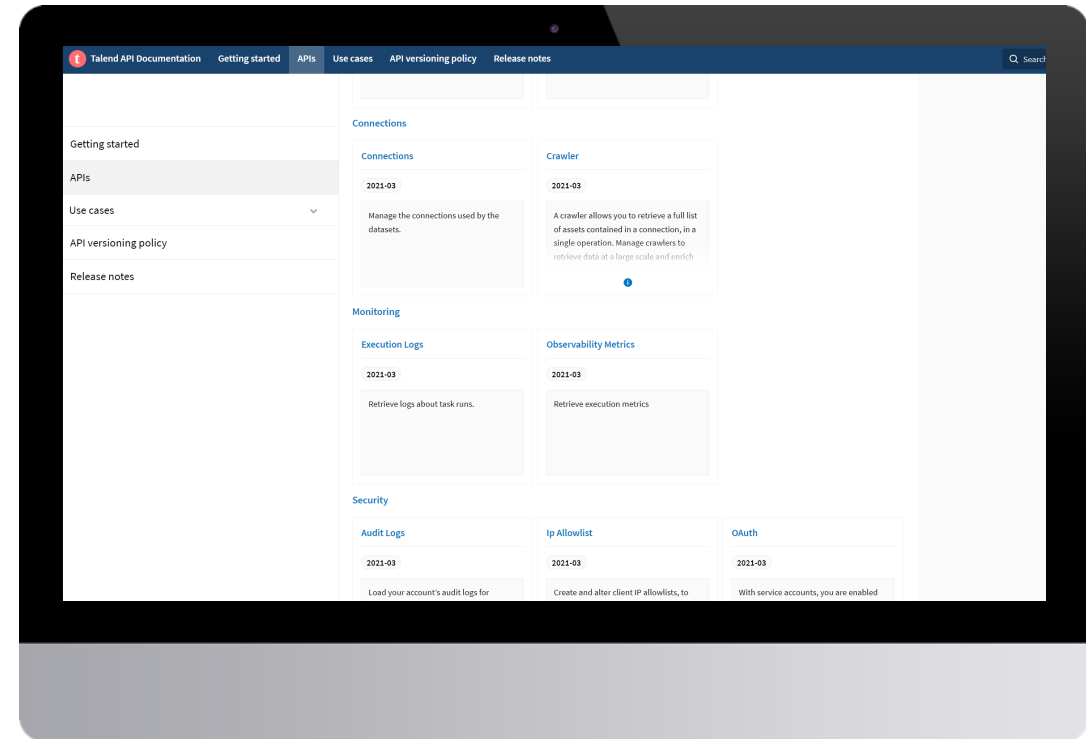
Out of the box orchestration and automation

VALUE

Ensure data is consistent across applications

Reduce IT costs and shave off development time

Drive operational efficiencies and deliver data to lines of business at scale



API Designer



Studio



API Tester



Data Inventory

Talend | About the Platform



Integration Specialist



Data Engineer



Governance Specialist



Data Steward



Data Analyst



Data Citizen

Metadata | Trust Score

Batch / Streaming | Replication / CDC | Database / Big Data | Files | APIs | Multi-Cloud | Hybrid / On-Premises

Stitch

Pipeline Designer

Talend Studio

Talend CDC

Data Inventory

Data Preparation

Data Stewardship

Data Catalog

API Services

Operations / Observability

Intelligence / Automation

Security / Privacy / Compliance



Complete



Flexible













Trusted



COMPLETE

Talend | Modern unified platform that drives real value

Sync and share data with consumers across the organization seamlessly at scale

- Stitch  Replicate data (30 minutes) with no transformation
- Change Data Capture  Replicate data in real time (less than 1 second) and with transformation or not (if needed)
- Pipeline Designer  Web based designer data flow (ETL / ELT / Streaming)
- Studio  ETL & ELT / ESB & API / Data quality / Big-Data / complex transformation (SAP / EDI)
- Data Preparation  Data Preparation is a self-service application
- API Designer & API Tester  Design and test your API
- Data Inventory  Data Shopping or Data as Product (Data Quality Profiling, Data Quality Rules, API creation in 3 clicks)
- Data Catalog  Data Catalog (Glossary, dictionary, lineage, Data Quality...)
- Data Stewardship  Curation of rejects in a data flow
- Management Console  Manage your Talend Platform (expect Data Catalog)



Key Feature Overview





COMPLETE

Pipeline Designer

Built For Modern Data Engineering

CAPABILITIES

Batch and real-time data processing from all systems and targets on a single platform

Low-code/no-code solutions with drag and drop functionality (ETL/ELT/Streaming)

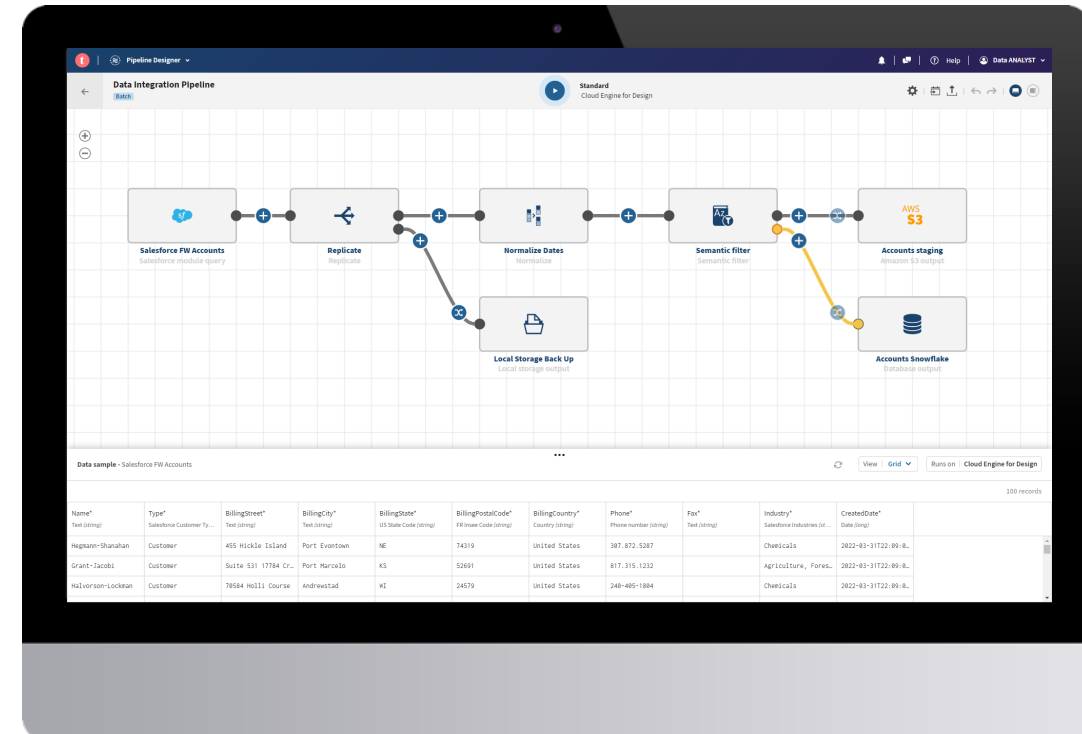
Only need a Web Browser to use it.

VALUE

Easier & Faster to design

Design & compute anywhere

SAAS & Web-Based



Top use cases :
Modern data engineering for cloud DWH (ELT)
Streaming data flow



COMPLETE

Data Inventory

Capture data intelligence at first sight

CAPABILITIES

Sampling for instant feedback
Advanced sampling (random every 10) for a deeper look

Make your data available in minutes, with just a few clicks in Odata

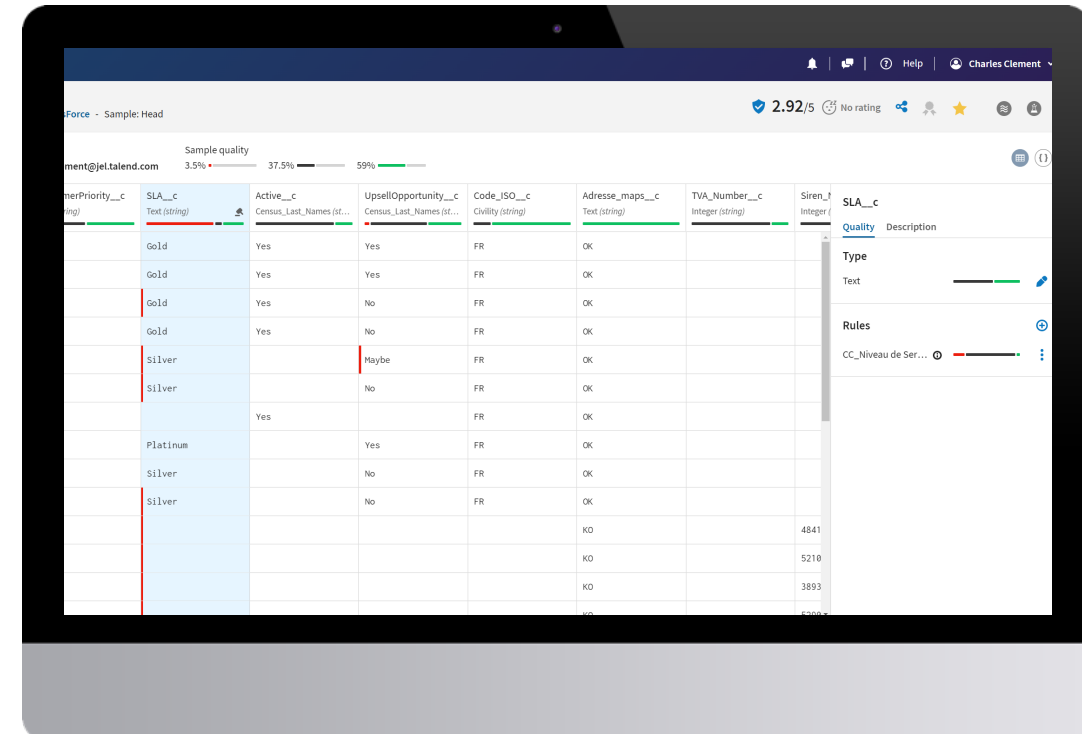
One unique rules repository for the whole Talend platform. Design once, reuse anywhere

VALUE

Auto-profiling and PII Detection

Self-service API sharing

“Centralized & Collaborative” for Data Quality centric



Top use cases :
Data-shopping and Data Market Place
PII detection
Global Data Quality Scoring
Enable Odata API in 3 clicks



COMPLETE

Data Stewardship

Enable your entire organization to ensure trusted data

CAPABILITIES

Point & click approach for curation and certification, Validate Match and Deduplication of tasks

Role-based workflows with SLA enforcement notifications, Stewardship resolution tasks' audit & tracking

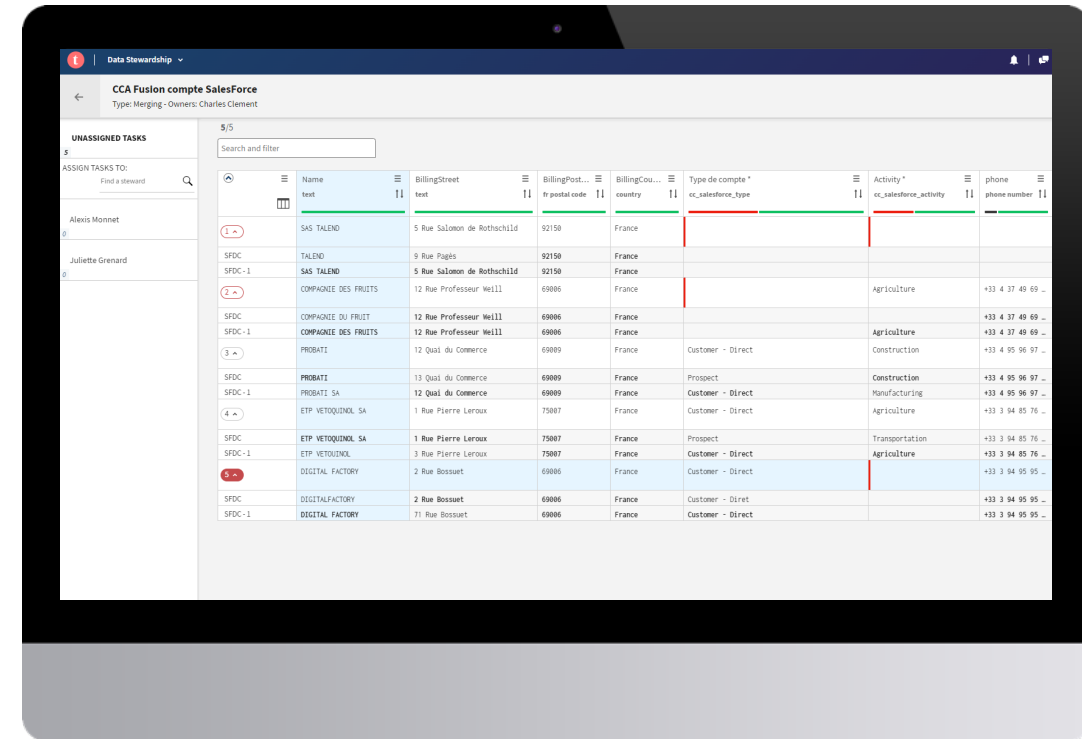
Self-service SaaS applications to monitor and track data org-wide

VALUE

Easy to use for business Users

Curate and certify your data

Make data governance a team sport



Top use cases :
Data Curation

Deduplicate Customer / Supplier / Product



COMPLETE

Talend Management Console (TMC)

Centralized operations and monitoring

CAPABILITIES

Manage Users, roles, Projects, Environments,,

Engines, Scheduling and execution plan and clustering

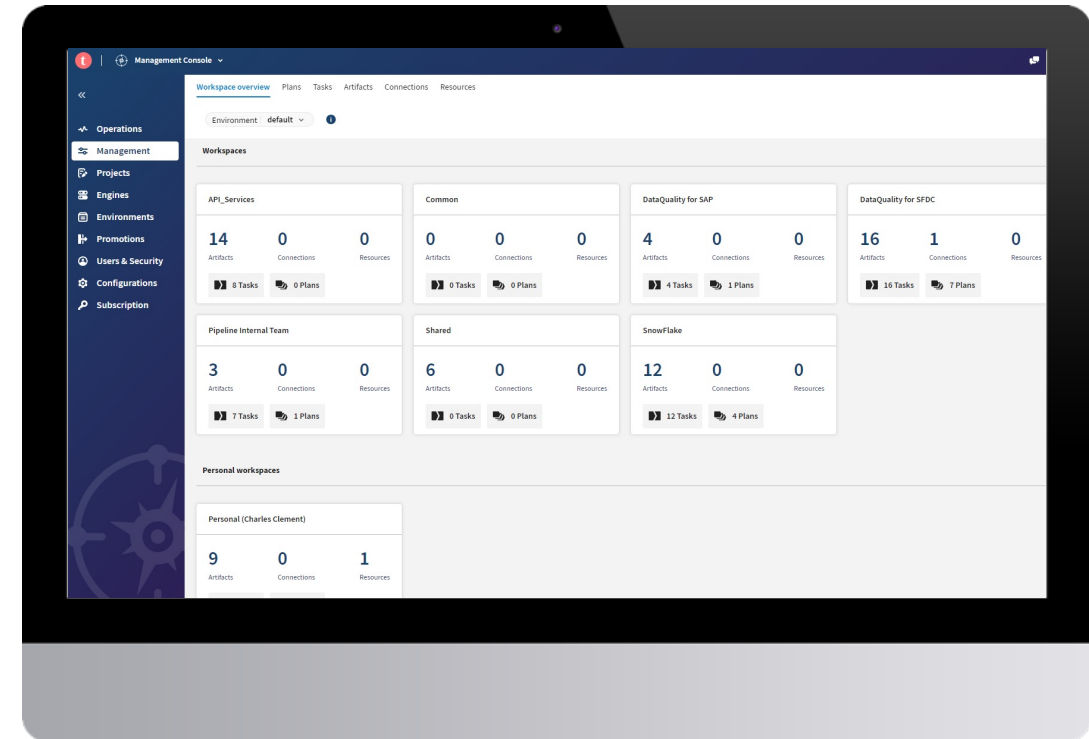
Logs and Monitoring of your Data Flow, API, Route

VALUE

Complete right management

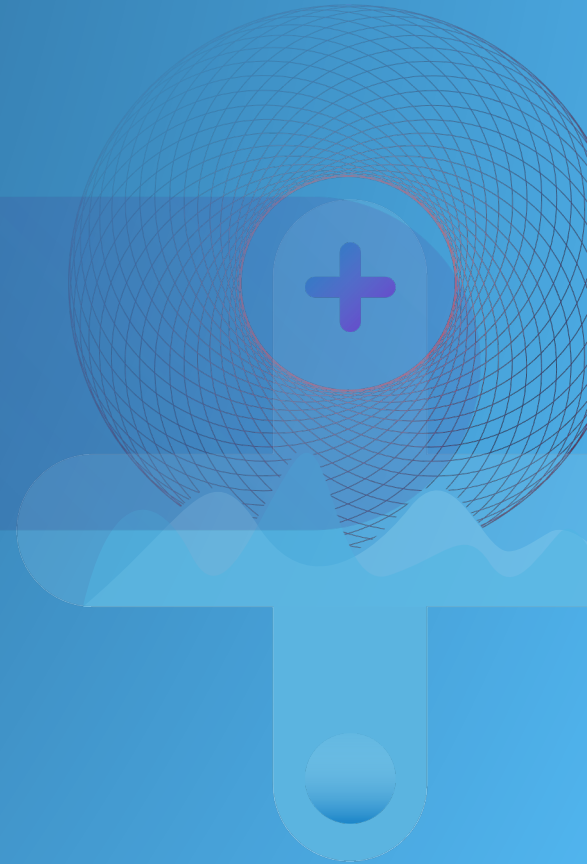
Complete orchestration and enterprise ready

Complete supervision and monitoring





Talend Architecture

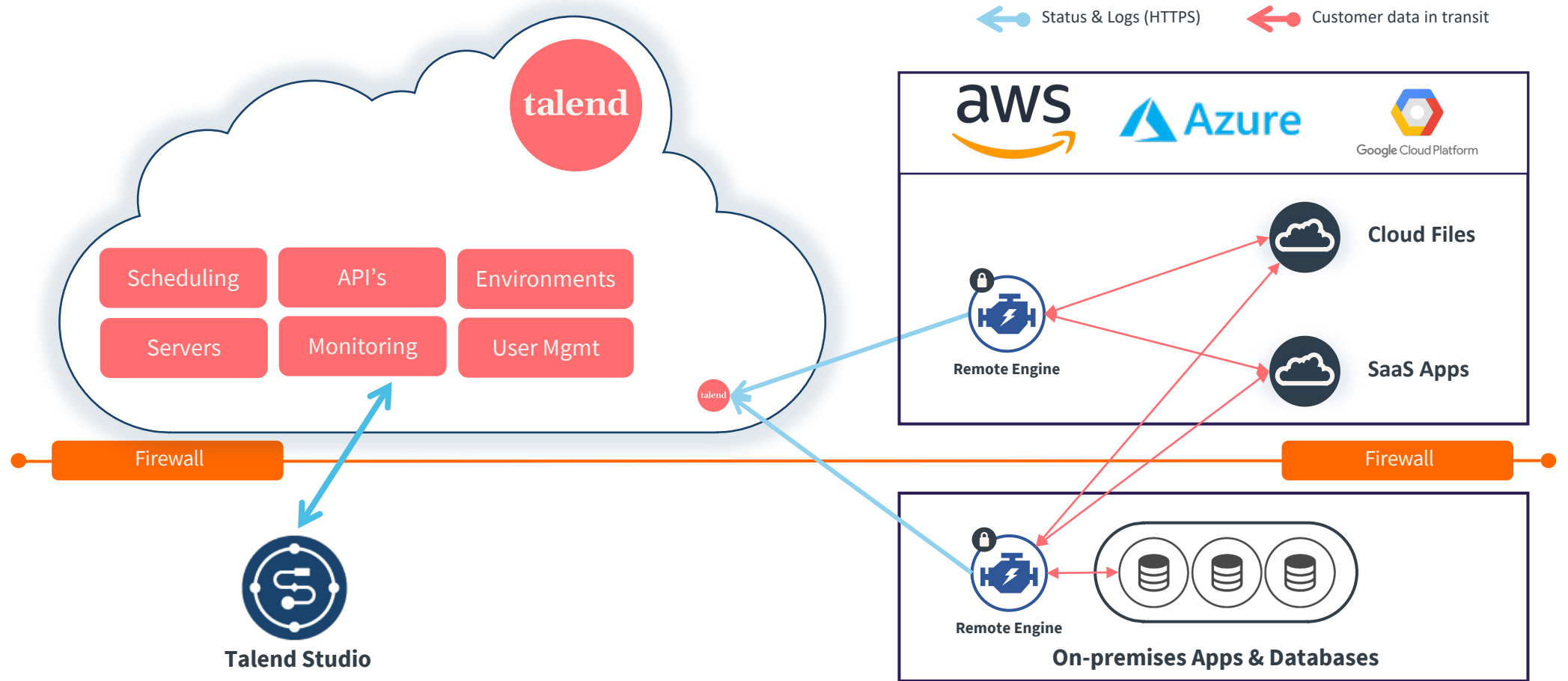




FLEXIBLE

Talend Architecture hybride

Tailor your data management to your existing and desired data design and architecture

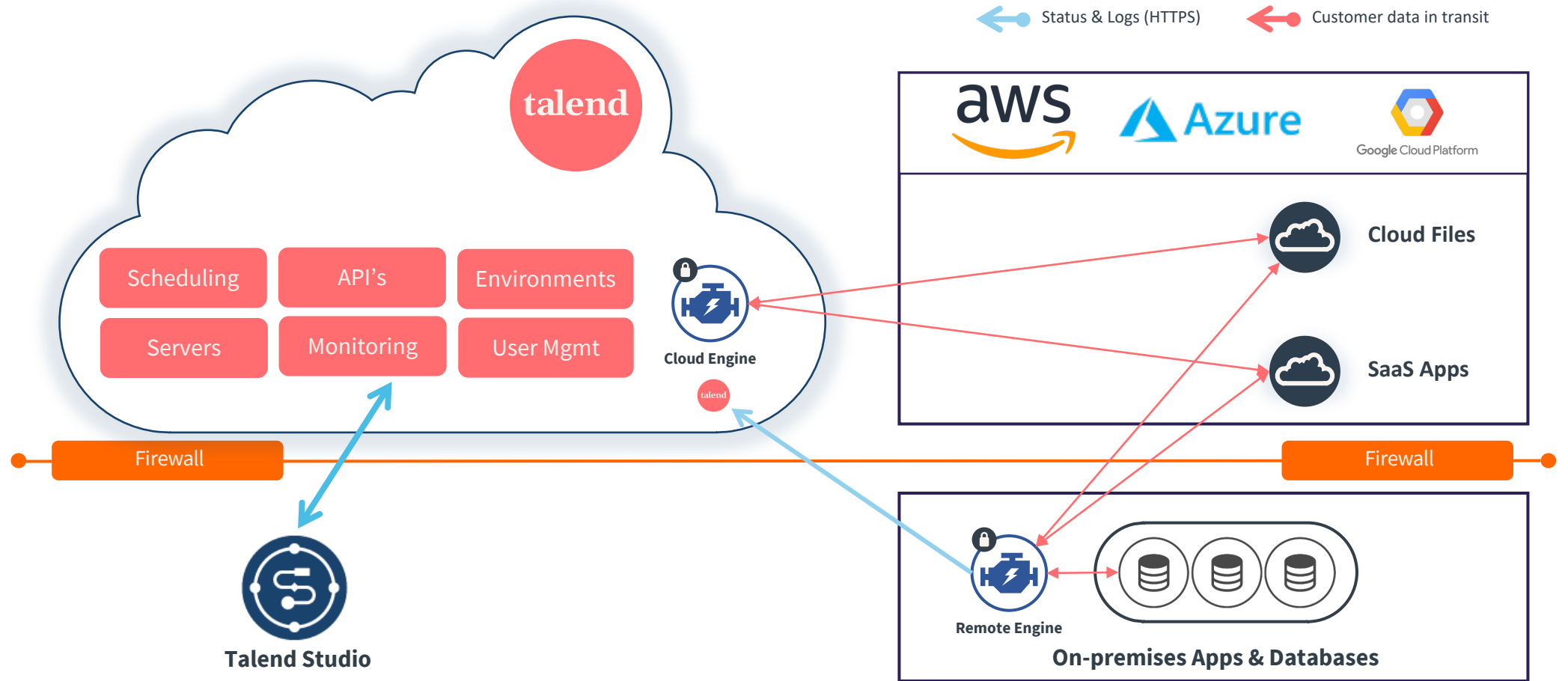




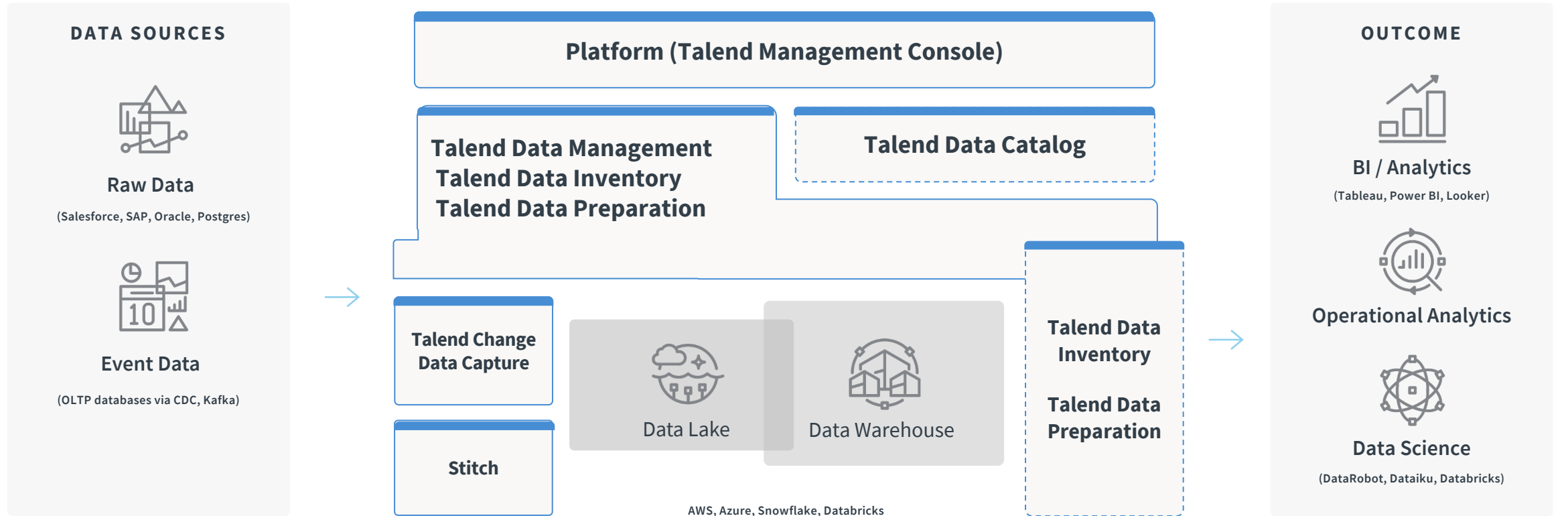
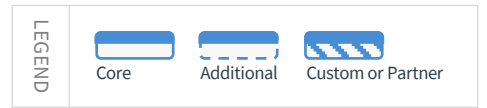
FLEXIBLE

Talend Architecture hybride & cloud

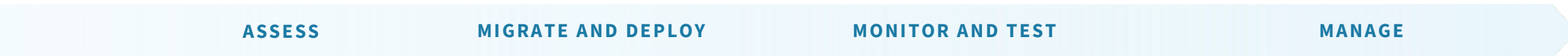
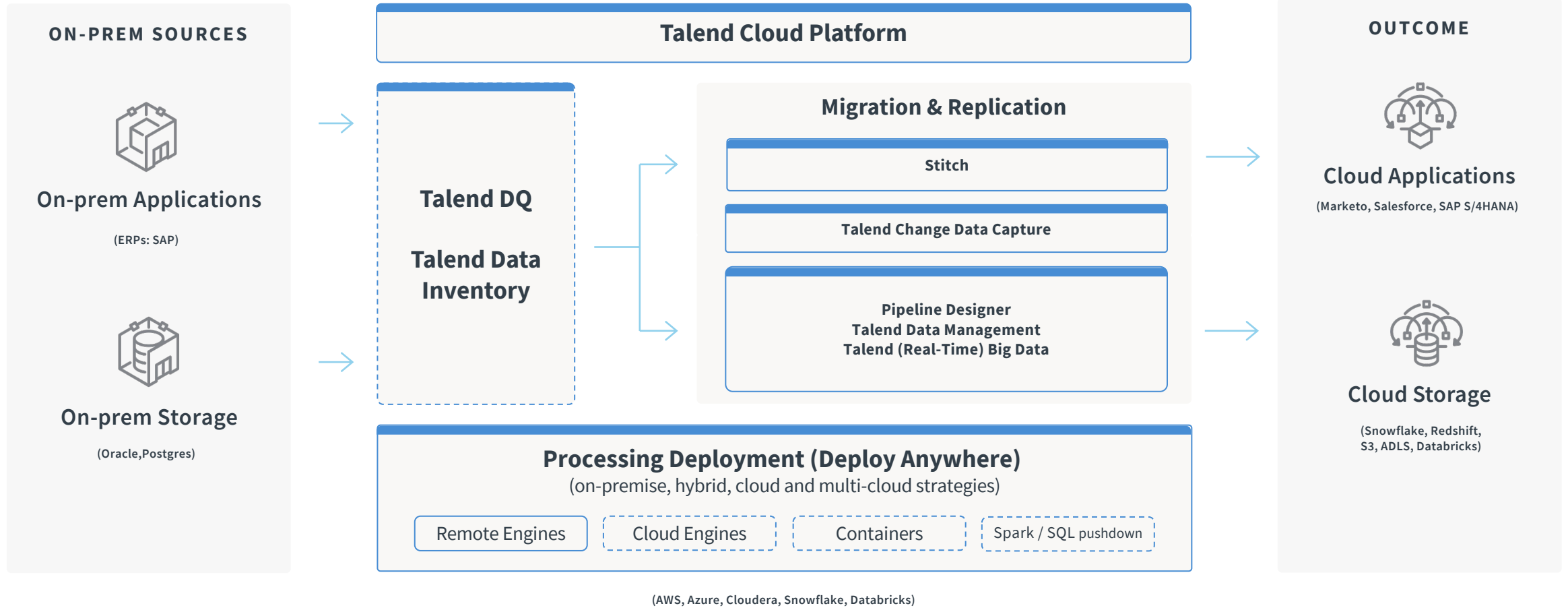
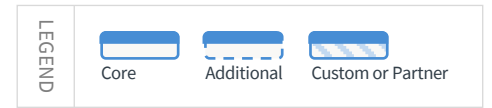
Tailor your data management to your existing and desired data design and architecture



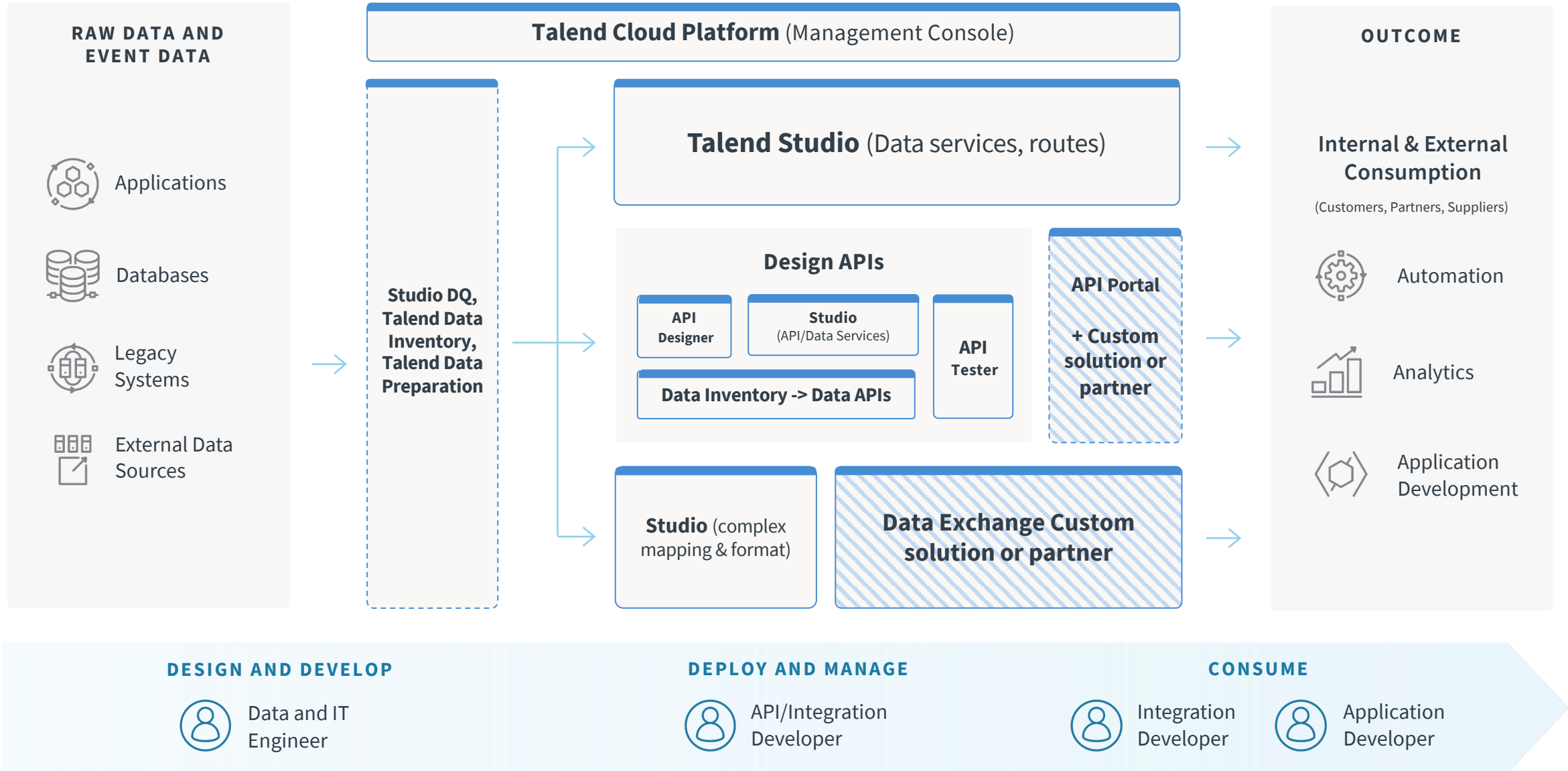
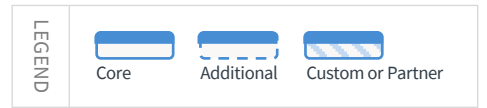
Enable Analytics (products)



Modernize Cloud & Data (products)



Accelerate Operational Data (product)

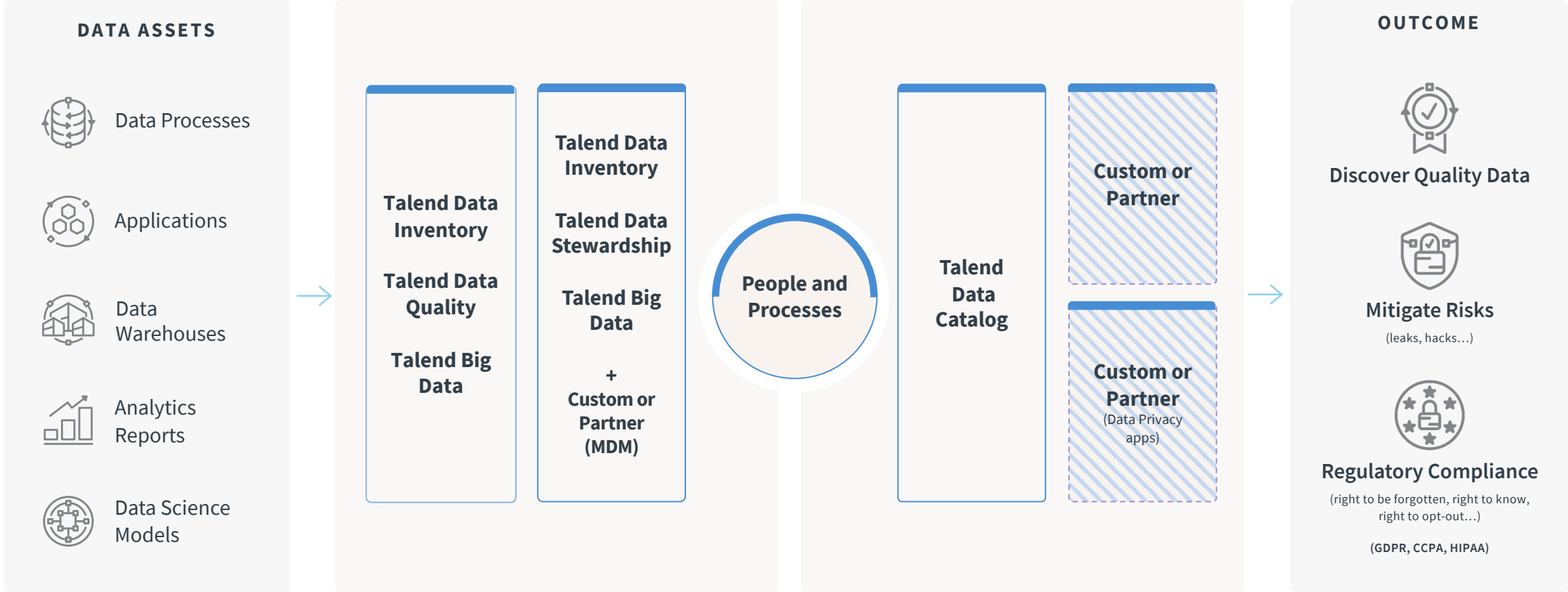


Establish Data Excellence (products)

LEGEND

- Core
- Additional
- Custom or Partner

Maturity →



BUILD CONFIDENCE Data and IT Engineer

ESTABLISH CONTROLS Data Steward, Governance Specialist

MITIGATE RISKS AND GOVERN Data Protection Officer



Thank you!

