

## PAXATA ADAPTIVE INFORMATION PLATFORM™ DELIVERS ACCESSIBLE AND SECURE INFORMATION FOR EVERYONE

Visual data analysis has empowered everyone to explore business information in a dynamic, self-service and interactive way. Now, business teams can let their curiosity guide them to deeper insights, in ways they never imagined before. While teams take advantage of ease-of-use and rich interactive visualizations offered by modern analytic tools, the scale and complexity of data across enterprise data lakes and spreadsheets create obstacles for everyone to realize the full potential of these tools. Moreover, business-grade data prep with scale, flexibility and governance remains a significant roadblock in enterprises realizing the full benefits from their IT investments. Traditional data tools and approaches simply don't keep pace with the business consumers who need to move between data and insights without delays.

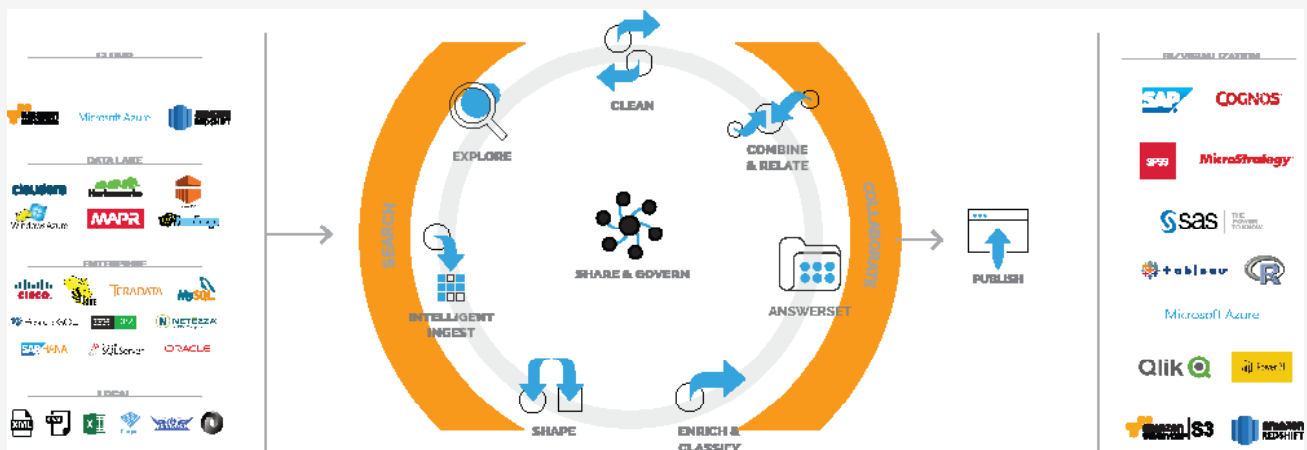
The Paxata Adaptive Information Platform delivers enterprise grade self-service data prep for business consumers to understand, transform, and combine complex data from any source for better analytics and reporting. Powerful machine learning, an intuitive user experience, and a smart distributed architecture enable business analysts to collaborate and create actionable AnswerSet™ — in minutes, not weeks or months — to supercharge their business dashboards and reports.

Business analysts provision data smarter, faster, and better with Paxata Adaptive Information Platform

### Data Shaped by Business

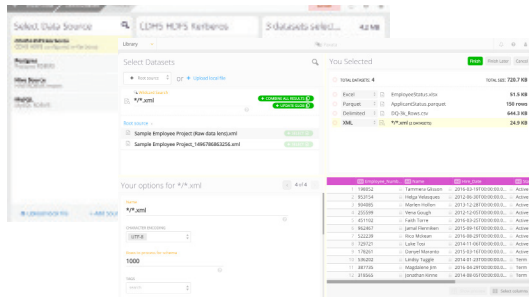
Designed for business analysts to prepare data and discover insights faster

- **Actionable Data:** Seamlessly traverse back and forth between BI and Analytics tools and Paxata with no delay between asking questions, preparing data and getting answers
- **Easy to Use:** Intuitive Excel-like interface to interact with data — no coding, no scripting, no schemas
- **Self-Service:** Freedom for business analysts to shape data regardless of volume, variety and source, in a smart and visual environment
- **Visual:** Interactive visualizations to dynamically profile, clean, combine and transform raw data
- **Collaborative:** Common workspace to share, reuse and collaborate without spread-marts or versioning issues
- **Trusted:** Transparent controls for governance, security, lineage, auditing and automation



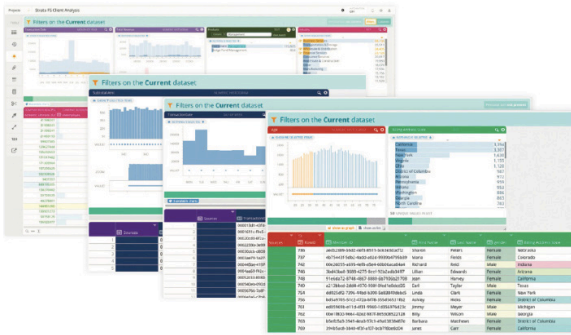
Paxata Adaptive Information Platform

### Intelligent Ingest



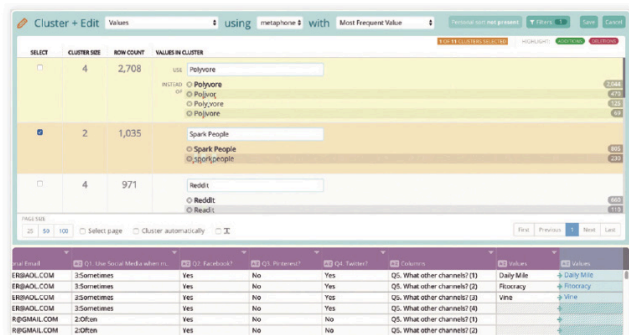
Quickly ingest data from a wide variety of enterprise and cloud sources, local files (Excel, CSV, JSON, XML, Avro, Parquet) and semi-structured data in Hadoop data lakes, Amazon Redshift and S3, and business applications like Salesforce. Paxata intelligently detects your file type, provides search, column selection and preview, and multi-file upload to accelerate import operations.

### Search & Explore



Search, explore and discover data sources, tables, columns, files, projects and data values. Explore data in real-time with visualizations and complete search to discover trends, identify outliers, and understand and identify data quality issues.

### Clean



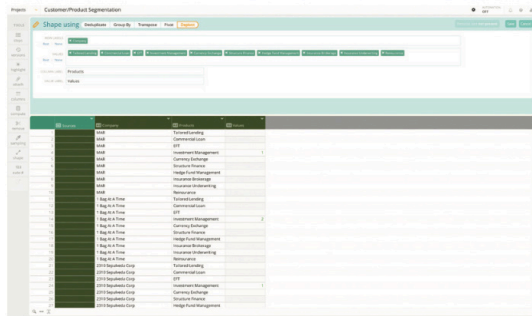
Interactively standardize values and remediate errors with smart text-processing algorithms. Transform data columns with a suite of one-click operations to resolve data issues quickly and completely.

### Data Scaled for Business

Enterprise-grade platform to acquire, prepare, and provision data at scale to meet every business data demand.

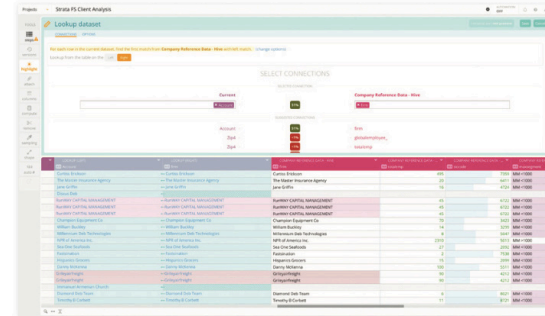
- **Powerful:** Apache Spark™-based engine for in-memory high-performance, parallel, pipelined, distributed processing.
- **Comprehensive:** Unified platform for data integration, data quality, enrichment, collaboration and governance.
- **Intelligent:** Sophisticated algorithms infer the meaning of data for searching, linking, aggregating, and classifying data quickly while machine learning techniques capture interactive steps for future data prep. Tribal knowledge is captured, and business led data prep is transitioned to enterprise services.
- **Hybrid:** Flexible deployment choices – On-premises (Apache Hadoop™/non- Hadoop), multi-tenant SaaS, private cloud, and hybrid.
- **Governed:** Multi-layer authorization, encryption, versioning, auditing, lineage and usage tracking.
- **Extensible:** APIs to build new connectors, introduce new algorithms, and programmatically extend system functionality.

### Shape



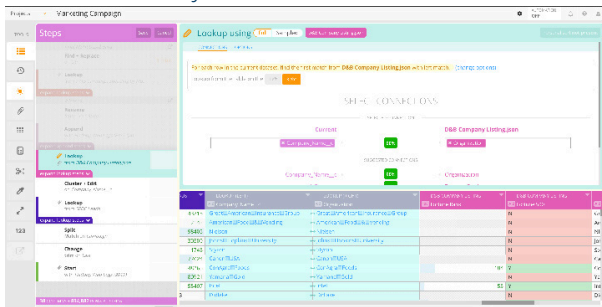
Aggregate, pivot, depivot, and transpose data with a single click. Paxata provides shaping recommendations based on the data structure and offers visual cues to shape data for every analytic use case.

### Combine & Relate



Combine data across any data source with smart machine-learning based recommendations. Add new data intelligently with a single-click to append or join multiple data sources at a time.

### Enrich & Classify



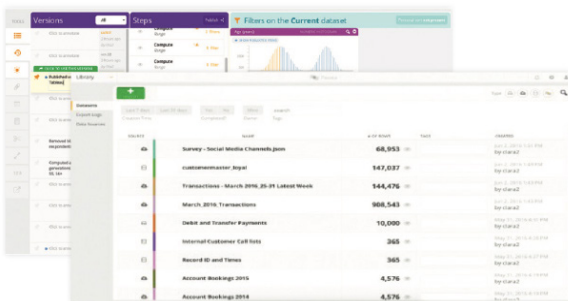
Leverage Paxata's semantic and syntactic understanding of the data, to have the system identify data types and recommend attributes to increase the contextual value of the final datasets. Enrich enterprise data with 3rd-party data and turn raw data into meaningful information.

### Collaborate & Govern



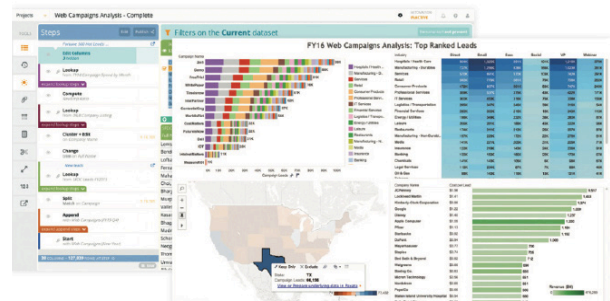
Share, reuse and collaborate across teams with a centralized, interactive, visual workspace. Turn dispersed raw data and siloed tribal knowledge into pervasive, enterprise wide, shared data services with automated step recording, auditing, versioning, annotation, lineage and usage tracking.

### AnswerSet



Drive actionable insights with clean, contextual and ready to-use AnswerSet. Reusable AnswerSet promotes sharing, reuse, collaboration, and alignment.

### Publish



Publish information to enterprise and cloud sources or directly consume in BI and Analytic tools. Single click integration with BI and Analytic tools enables contextual movement between business dashboards and data prep for faster time to value.

## PAXATA ADAPTIVE INFORMATION PLATFORM TAKES DATA PREPARATION TO ENTERPRISE SCALE

Built on Apache Spark and optimized to run in Hadoop, the Paxata Adaptive Information Platform delivers an enterprise-grade self-service data preparation system to support the on-demand and ad-hoc business data need for analytics, operations, and regulatory requirements. Business analysts work intuitively within an intelligent and dynamic, application to visually, explore, transform, and publish contextual and clean data for analysis anywhere with clicks, not code. Teams work collaboratively and securely, with the complete and trusted governance of a modern platform. IT supports the scale of data volumes across the full spectrum of enterprise and cloud data sources, enabling business outcomes for ad-hoc and repeatable data service needs.



Figure: Paxata Adaptive Information Platform delivers comprehensive information management with governance, scalability and extensibility

## ABOUT PAXATA

Companies around the globe rely on Paxata to get smart about information. Paxata is the pioneer that intelligently empowers all business consumers to transform raw data into ready information, instantly and automatically, with an enterprise-grade, self-service data preparation application and machine learning platform. Our Adaptive Information Platform weaves data into an information fabric from any source and any cloud to create trusted insights. Business consumers use clicks, not code to achieve results in minutes, not months. With Paxata, Be an Information Inspired Business.

Paxata is headquartered in Redwood City, California with offices in New York, Ohio, Washington D.C., and Singapore.