

GNARLY
Data_Waves

PRESENTED BY  **dremio**

EPISODE 6

Total Economic Impact of the Data Lakehouse

Data Analytics - A History

Hadoop Spark presto Parquet Hadoop

2010 – 2015

Big Data + Open Source

Introduced big data processing

- Fixed compute & storage capacity
- Mostly on-prem
- Harder to use & manage

dremio ICEBERG DELTA LAKE

The Movement

Open Data Lakehouse

Self-service analytics on the data lake

- Data in open file and table formats
- No need to copy & move data
- Multiple best-of-breed processing engines

teradata. NETEZZA ORACLE SQL Server

1980 – 2010

Enterprise Data Warehouse

Transactional and analytical workloads

- Fixed compute & storage capacity
- Mostly on-prem
- Harder to use & manage

amazon REDSHIFT Azure Synapse Analytics Google Big Query snowflake

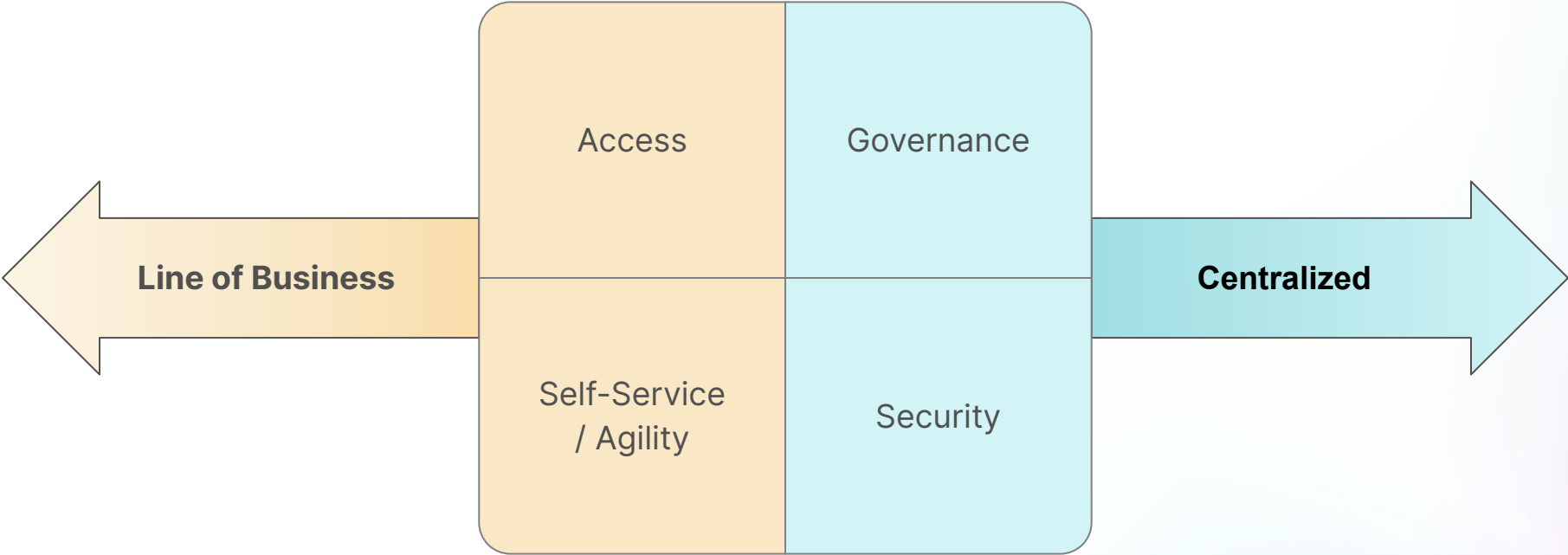
2015 – Present

Cloud Data Warehouse

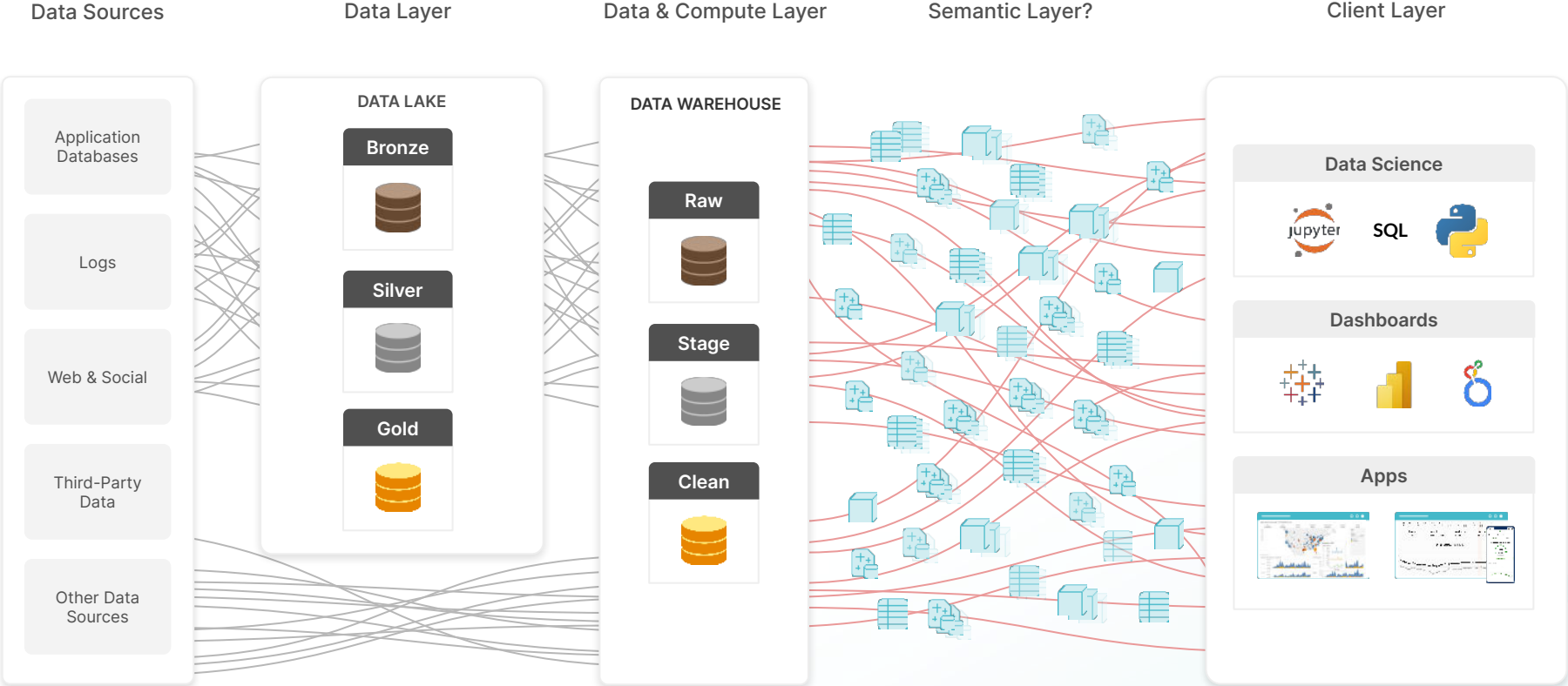
Analytics on cloud data warehouse

- Scale storage and compute independently
- Must load data into proprietary system
- Limited to one processing engine
- Cost prohibitive

Competing Data Priorities



Traditional Analytics Architecture



Outcomes with traditional analytics architecture



Lose agility with complex data architecture

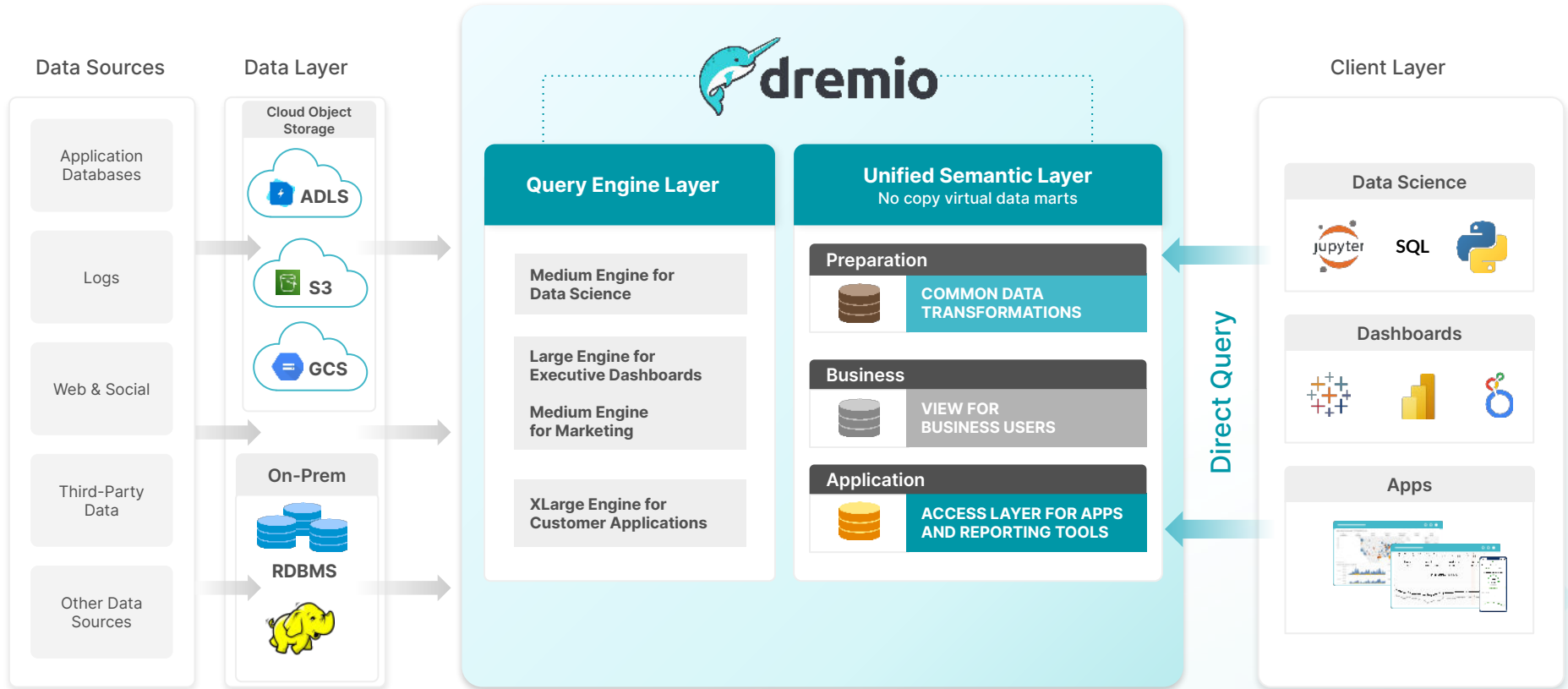


No single source of truth

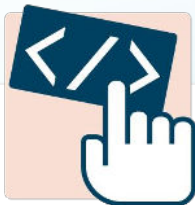


Hard to advocate for yourself to stakeholders

Introducing Open Data Lakehouse



The Dremio Advantage

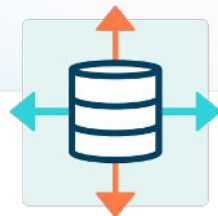


Self-Service Analytics

Modern and Intuitive User Interface

Unified View of Data
(on-prem, hybrid and Cloud)

Federated Queries



Open Data, No Lock-In

Based on community-driven standards, including:

- Apache Parquet
- Apache Iceberg
- Apache Arrow



Sub-Second Performance at 1/10th the Cost

Lightning-fast queries

High concurrency

No expensive data copies to manage

Dremio Use Cases

Dremio Use Cases

Data Analytics Modernization

Make your current system work better

Modern Data
Virtualization

Upgrade Existing
Data Lake

Data Warehouse
Offload

Migrate Legacy
Infrastructure to the
Cloud

Optimize Existing Cloud
Data Lakehouse

New Projects

Build new analytics capabilities

Departmental
Lakehouses

- Customer 360 / Insights
- Supply Chain
- Trading Data for Quants
- Product Analytics

Data Science

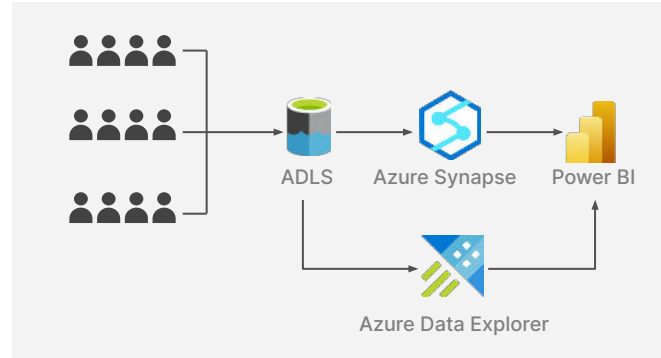
Internal Analytics
Apps / Custom
Dashboards

Customer-Facing
Analytics Apps

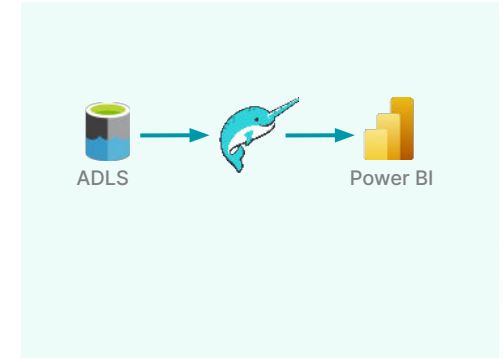
Organizations Simplifying Data Architecture



Before Dremio



After Dremio



Business Problem	Why Dremio?	Results
<ul style="list-style-type: none">▪ Difficult to get data into queryable formats▪ Lots of ETL pipelines and Spark jobs▪ 50 TB of data today, growing 5 TB per day▪ Internal tools required data movement▪ Adding more data sources means adding data engineers▪ Data pipelines were hard to create, and even harder to maintain	<ul style="list-style-type: none">▪ Rich semantic layer▪ Run fast BI queries directly on ADLS without copying into data warehouse and BI cubes▪ Support Parquet and Delta Lake tables	<p>Self-Service Access</p> <ul style="list-style-type: none">▪ Analysts now have self-service access to data at interactive speed using Power BI directly on ADLS▪ Dynamic security controls govern access and maintain data lineage <p>Reduced Data Engineering Workload</p> <ul style="list-style-type: none">▪ Reduced complexity and costs associated with building and maintaining ETL pipelines▪ Only need single copy of data

The Total Economic Impact™ Of Dremio The Dremio Lakehouse Platform Webinar

Caro Giordano
TEI Consultant

January 2022

BOLD
AT
WORK

Agenda

Introduction

What is TEI?

Executive summary

Customer journeys

Study results

Financial Summary

Question and Answer

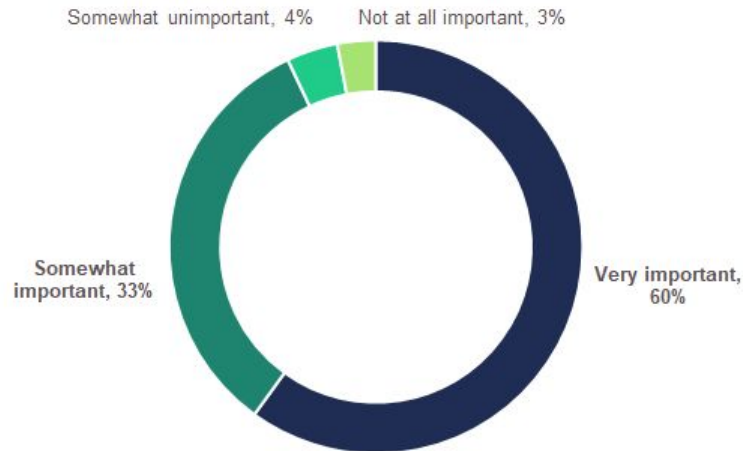
Please note:

This slide presentation is an abridged, graphical, and complementary representation of a case study.

For a full explanation of methodology and details on model calculations, please refer to the full case study (The Total Economic Impact of The Dremio Lakehouse Platform Dremio, August 2022)

“Next-level” business case justifications are increasingly important for technology investments

Over 90% of IT decision-makers find value in a business case



What is an **effective** business case?

		TCO	ROI	TEI
IT impact	IT costs	■	■	■
	IT cost savings	■	■	■
Business impact	User efficiency		■	■
	Business effectiveness		■	■
Risk/uncertainty	Risk mitigation			■
	Risk versus reward			■
Strategic impact	Scalability			■
	Flexibility			■

Source: A Total Economic Impact™ Of The Dremio Lakehouse Platform, a commissioned study conducted by Forrester Consulting on behalf of Dremio, August 2022

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TEI™ is a proven,
consistent, repeatable
methodology to
justify technology
investments

TOTAL ECONOMIC IMPACT

+ BENEFITS

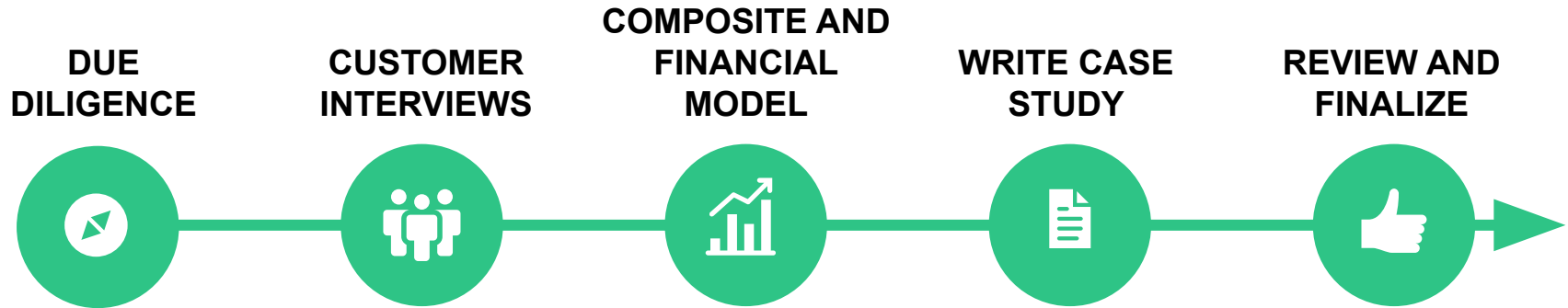
- COSTS

 FLEXIBILITY

 RISK

Project approach

Forrester took a multistep approach to evaluate the impact of the Dremio Lakehouse Platform



Source: A Total Economic Impact™ Of The Dremio Lakehouse Platform, a commissioned study conducted by Forrester Consulting on behalf of Dremio, August 2022

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Disclosures

The audience should be aware of the following:

- This document is an abridged webinar version of a full case study (Total Economic Impact of Dremio The Dremio Lakehouse Platform, August 2022)
- The study is commissioned by Dremio and delivered by the Forrester Consulting group.
- Forrester makes no assumptions as to the potential return on investment that other organizations will receive. Forrester strongly advises that readers should use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Dremio The Dremio Lakehouse Platform.
- Dremio reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.
- The customer's name(s) for the interview(s) was provided by Dremio.
- Forrester does not endorse Dremio.



“The day after a launch, the product owners can pull a report on the [company's] new beta version and get immediate feedback. Before Dremio, they would have had to wait one to two weeks to get those insights. That was way too slow notch.”

“The big savings is keeping things in sync through the versioning that Dremio provides. Keeping data clean and cohesive with single copies instead of multiple copies updated at different frequencies has a very hidden, time-savings benefit.”

“The whole governance problem is solved because they only access the data lake through Dremio.”



Three-year impact

Based on an analysis of Dremio customer feedback and quantified benefit, cost, risk, and flexibility factors.

“We were desperately looking for a way to give people access to data rapidly, quickly, and in a user-friendly way.”

Lead data engineer, green tech

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ROI
387%

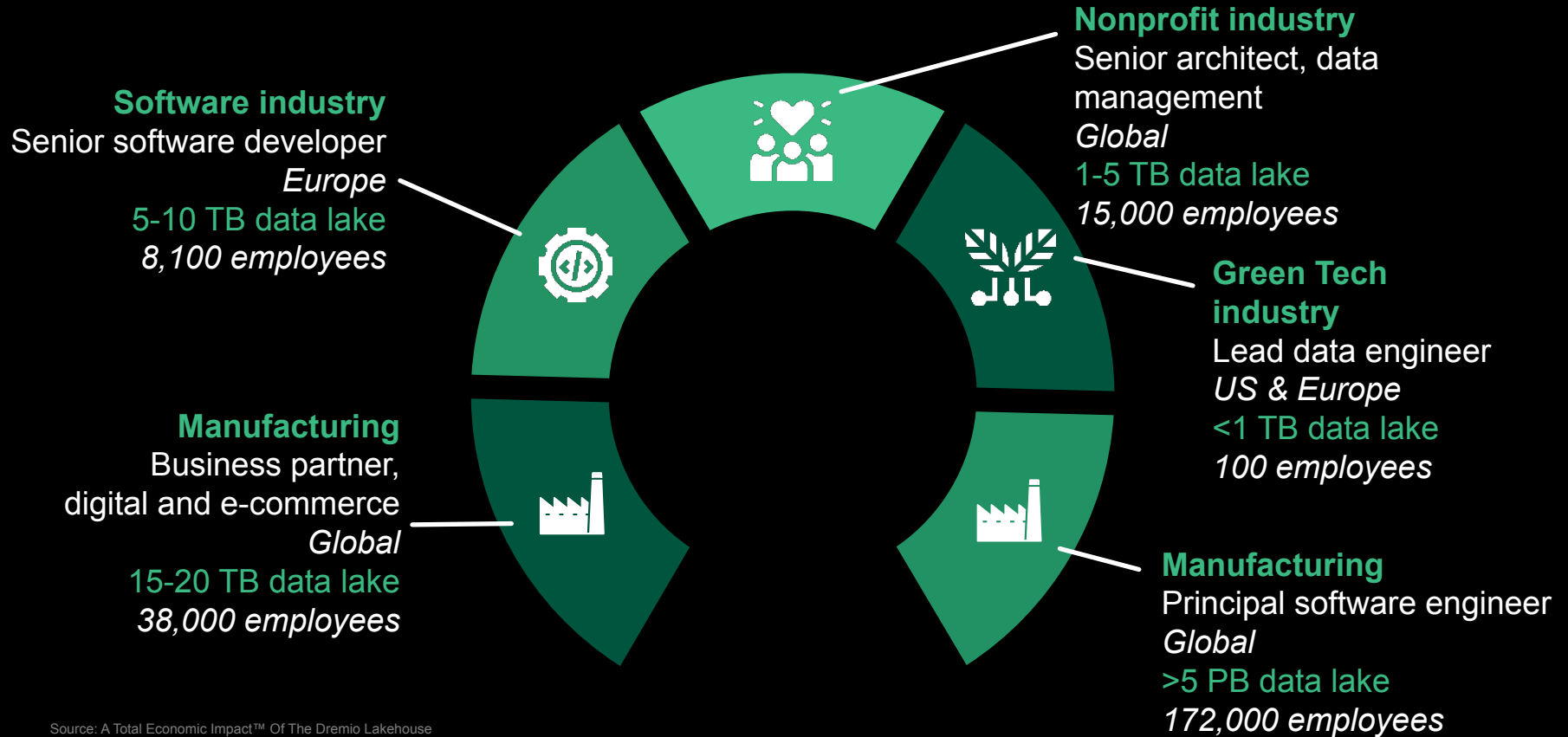


BENEFITS PV
\$6.3M



NPV
\$5.0M

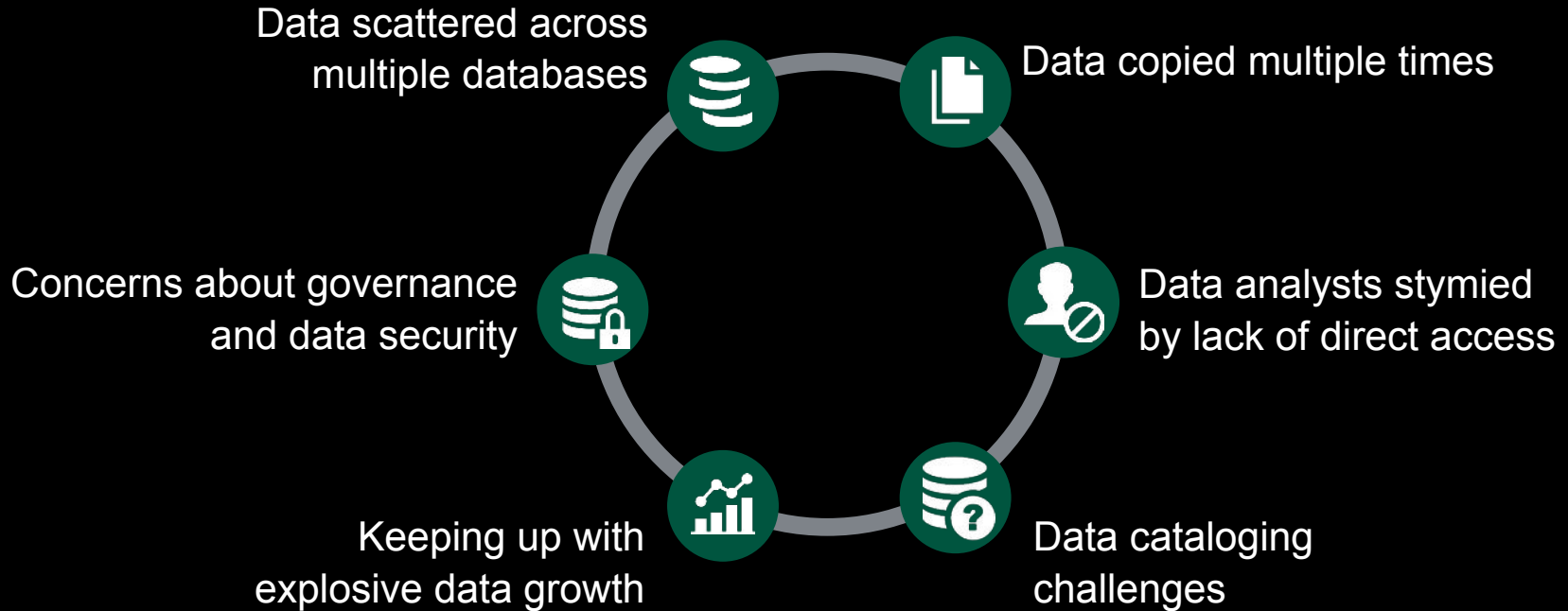
Forrester interviewed five Dremio Lakehouse platform customers



Source: A Total Economic Impact™ Of The Dremio Lakehouse Platform, a commissioned study conducted by Forrester Consulting on behalf of Dremio, August 2022

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Prior Challenges



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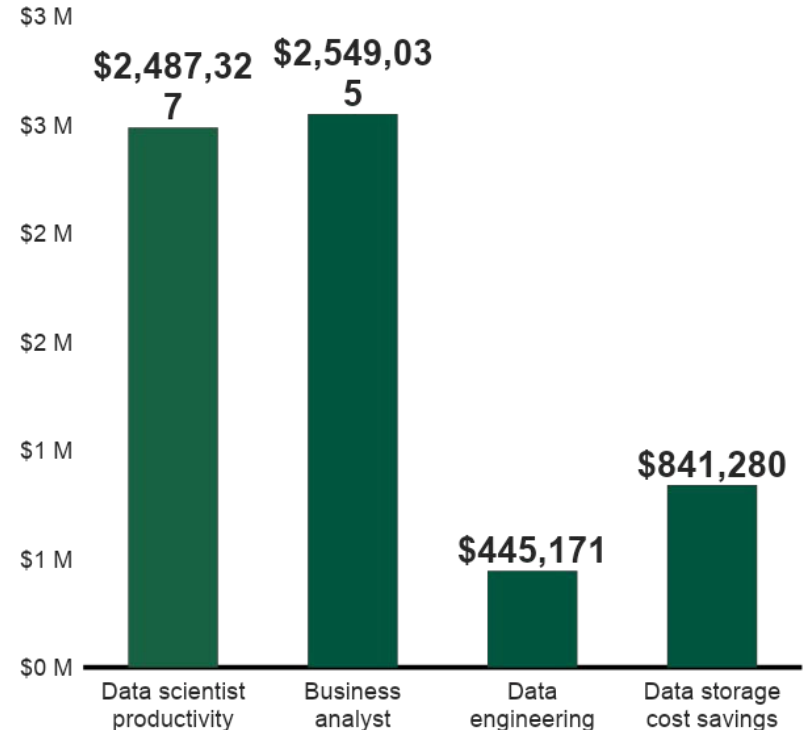
Creating a business case for the Dremio Lakehouse Platform

- Forrester created a composite organization to convey the aggregate financial analysis

- 10,000 employees
- 120 business analysts
- 10 data scientists
- 5 data engineers
- 5 PB data lake

Three-year risk-adjusted benefits

Based on interviews with current customer organizations, as applied to the composite.



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\$2.5M 3-year PV

Data scientist productivity

“Before Dremio, producing data reports was taking two FTEs. Each report might take one to two weeks to produce, [moving] back and forth between the business end users and the data engineering team. After Dremio, we pushed nearly all of that work to the end consumers.”

— Senior software developer, software industry

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\$2.5M 3-year PV

Business analyst productivity

“Dremio was this thing where I knew I didn’t have to think about the users anymore. I knew they could get data.”

— Lead data engineer, green tech

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\$445K 3-year PV

Data engineering productivity

“Our job is done in a third of the time now. If there’s a complex case that involves more than three or four data sets, we can take that job from weeks to a day or two.”

— Principal software engineer, manufacturing

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\$841K 3-year PV

Data storage cost savings

“Having the data unified, avoiding duplication, having the teams use a single tool. ... It saves many times the licensing cost.”

— Principal software engineer, manufacturing

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Benefits of the Dremio Lakehouse Platform that were not quantified for the study include:

Ease of use.



Single pane of glass.



Data governance and security efficiencies.



Rapid scaling.



Value of faster insight.



Psychological boost from fast performance, data quality assurance



Time savings applied to more strategic work.



Minimal vendor lock in.

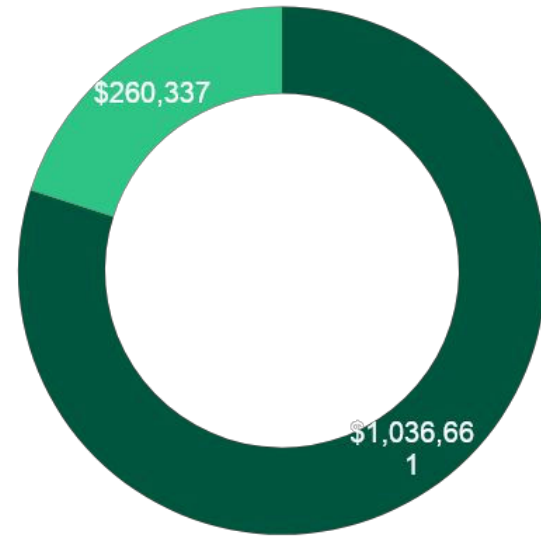


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Three-year risk-adjusted costs

Incremental cost and effort to implement and use the Dremio Lakehouse Platform.



■ Dremio licensing and professional services
■ Deployment and ongoing maintenance

Financial summary

Three-year risk-adjusted results

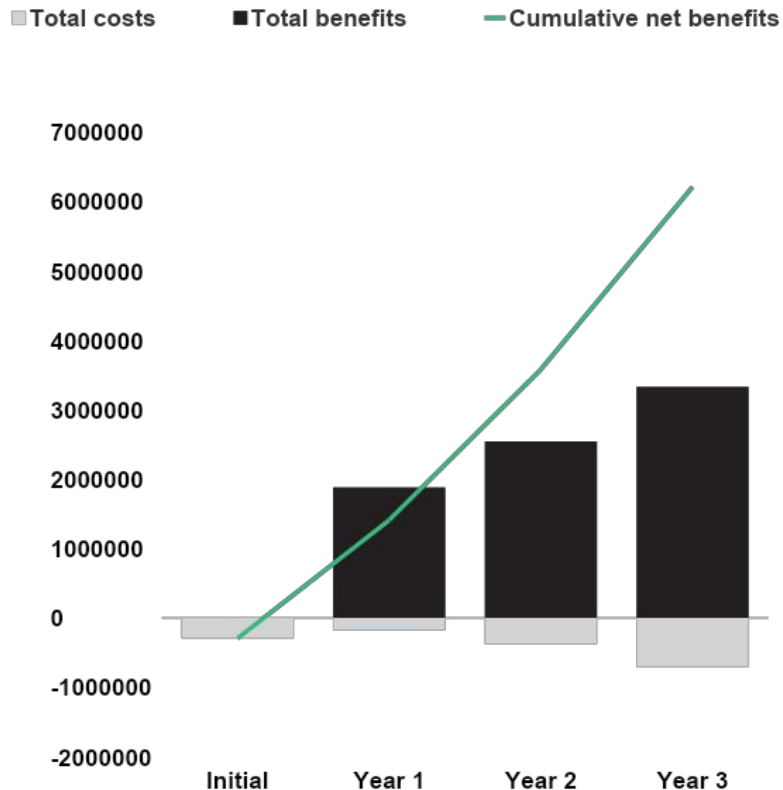
387%

Return on investment (ROI)

\$5.0M

Net present value (NPV)

Cash Flow Chart (Risk-Adjusted)



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“The business loves this product because now they have access to data.”

“We definitely reduced the price of development by 40% just for one project. That was one of the proof points I used to argue for scaling up on Dremio.”

“I had data scattered across various S3 buckets and there wasn’t a specific way for people to get it. Now I can simply point them there.”

“For anyone working in an explorative way, it makes it much more fun and, at the same time, it’s faster. They can work more efficiently.”

Questions?

Thank You.

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Q&A

Let's answer Some Questions

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