

PARTNER BROCHURE

The Dataiku Partner Ecosystem

2021 Marketing Portfolio



Introduction:

Partnering With Dataiku

Dataiku believes that companies who succeed in deploying and scaling AI will do so by ingraining a culture of working with data throughout the enterprise instead of siloing it into a specific team or role. To make this vision of Enterprise AI a reality, Dataiku brings people and the larger AI ecosystem together — that’s where the partnership program comes in.

Dataiku offers a full portfolio of marketing activities for partners (including opportunities for collaboration on events, content, and more) in order to better serve our customers and those looking to start their path to Enterprise AI.



Virtual Events & Experiences: Global Opportunities

EGG On Air

EGG On Air provides the Dataiku audience an opportunity to explore what AI can do and, practically, how companies can get there. Since 2017, EGG conferences hosted by Dataiku have attracted 5,000+ attendees worldwide (some super technical, the rest data-savvy execs or leaders) to explore real-world use cases and hot topics like machine learning interpretability, bias, and fairness, from the humans at leading companies who are making AI happen. Past speakers include leaders from WIRED, Morgan Stanley, Rabobank, Hinge, Mercedes-Benz, UBS, and Aviva.

Partners have the opportunity participate in the EGG On Air experience through:

- *Livestream sessions*: Live keynote presentations from leading AI experts
- *Episodes*: On-demand, high-production videos that create a connection and intimacy between speaker and audience. These would be filmed in a studio to give the viewer the feeling of getting an inside take directly from influential leaders.

Third-Party Conferences and Local Events

Outside of EGG, there are plenty of chances to have an impact on the data community together at events worldwide, arming local data leaders with the knowledge and tools to unlock the potential of Enterprise AI. Talk to your partner marketing manager about opportunities for:

- Shared booths
- Joint demos
- Joint workshops
- Joint speaking slots
- Customer showcases



Other local event opportunities include:

- Data breakfasts
- Roundtable events and panels
- VIP dinners and workshops

How Does It Work?

Dataiku drives the creation of a landing page for the event, personalized graphics, emailing of target accounts, and lead collection. Partners help with promotion on social media and among their network and contacts, as well as by preparing joint demos to showcase. Sound good? Get in touch with your partner marketing manager for upcoming opportunities.

Meetups 20,000 Global Members

Bringing data enthusiasts together to foster the exchange of ideas and the intellectual growth of the data community, our meetups showcase the work of talented data professionals across industries. Join the Dataiku meetup community to be a part of the action.

Past Speakers:



Partner Caffeinated Data

Partners are invited to participate in Partner Caffeinated Data, the Dataiku partner enablement series, by providing intriguing use cases or out-of-the-box ways to leverage Dataiku or showcasing customer success stories to our global partner ecosystem. Have you worked on an interesting project that you're eager to share? Partner Caffeinated Data is an opportunity to spread the word.



Americas Proprietary Event

Distilled Data

Distilled Data is an industry-specific event series that provides attendees the opportunity to learn best practices in scaling AI and ML initiatives through Dataiku joint solutions with our partner ecosystem in an interactive virtual setting. Each event contains either a live demo or a whiteboarding session featuring an industry-relevant use case. We invite participants to come for the content, but stay for the fun as each event concludes with an experiential component such as a wine tasting, cheese pairing, or latte creation crash course.

Partners have the opportunity to participate by:

- Preparing thought leadership content on a given topic
- Showcasing relevant industry-specific use cases in a live demo
- Contributing joint customers for a showcase panel

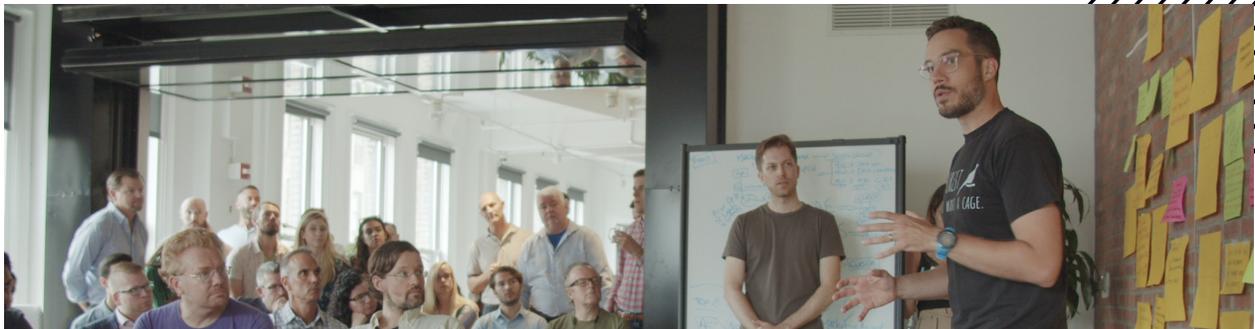
EMEA Proprietary Events

Virtual Tasting Events

Dataiku offers a variety of industry-specific tasting events across EMEA. This virtual event format addresses the business persona on an executive level. A client testimonial and the partners showcase expert industry knowledge and use cases through presentations or roundtable discussions. Throughout the virtual event, the tasting of choice occurs (wine, chocolate, gin, etc.). All attendees receive the testing kits via mail and can participate live in the experience. Limited to a certain amount of participants, this format offers a great networking opportunity in an interactive and private setting.

Virtual Morning Workshops

This is a regional jointly organized workshop that can involve an industry focus. The target audience can consist of either a business persona with a desire to learn more about data science and machine learning or a technical persona. The virtual workshops are led by two instructors (Dataiku + partner) in the local language and last around three hours in the morning. All participants receive breakfast boxes to add a fun component to the event.



Content

Joint Marketing Campaigns

Work in collaboration with Dataiku to spread the word on the benefits our partnership has in accelerating advanced AI in the enterprise.

Joint marketing campaigns can consist of:

- Organic and paid social media with joint assets created by Dataiku
- Email campaign to targeted key accounts
- LinkedIn InMail or display ad campaigns
- Joint call blitz

Ask the Experts: Democratizing AI Across Industries *Fireside Chat Series*

This is an informal, yet structured interview between a Dataiku moderator and key subject matter experts from our partner ecosystem offering thought leadership around machine learning and advanced analytics. It's an opportunity to reveal new stories and insights around data and analytics designed to inspire and engage. No presentation or videos required, just open and frank discussion.

Give relevant content to the audience. The question and answer format naturally prompts the audience to think about their own questions. Addressing them during the chat will compel the attendees to turn to Dataiku and our partners as experts for their answers.

Create an intimate experience between the audience and speaker. Attendees receive an exclusive opportunity to uncover personal stories and ideas from our speakers in an interactive format.

Stand out in the crowd. Creates a new opportunity to differentiate from existing virtual events.

Blogs and Ebooks

At Dataiku, we regularly produce high-quality content covering industry trends, use cases, and more for all profiles (from executives to data scientists and analysts) that garners tens of thousands of views every month. This includes a regular cadence on the Dataiku blog, our technical data science blog, Data From the Trenches, and long-form content (ebooks and guidebooks).

We're always happy to have guest bloggers (in fact, we have one article a month dedicated specifically to partner content), and we're also happy to collaborate on longer-form content. While we don't use our blogs for announcements, advertisements, or press releases, we welcome content centered around a story, use case, project, etc., that has global appeal.

How to Contribute:

Talk to your partner marketing manager about contributing to Dataiku content. We would ask that you propose a topic that you'd like to write about. From there, we will help with editing, graphics, and promotion.

Webinars

Run a webinar with Dataiku to reach its more than 35,000 subscribers on BrightTALK through thought leadership, use case walk-throughs, and how-to topics.

How to Contribute:

Talk to your partner marketing manager about ideas for possible topics and dates. Once arranged, we'll provide custom visuals for joint promotion.

Banana Data Newsletter and Podcast

Banana Data is focused on the latest and greatest of the data science ecosystem, sprinkled in with our musings and data science expertise. With topics ranging from ethical AI and transparency to robotic pets, the newsletter and podcast will give your team the opportunity to join us in the conversation on the latest trends, news, and major conversations in data.

The Bird's Eye View Partner Newsletter

The Bird's Eye View keeps the Dataiku partner network in-the-know on upcoming happenings. Each newsletter features the latest conferences, local meetups and forums, and opportunities for co-marketing campaigns. Keep an eye out each month for the latest updates from the Dataiku partnership team.

Get in Touch

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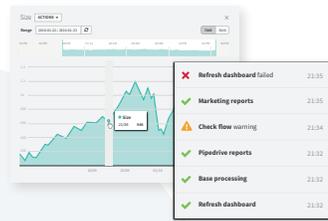
Your Path to Enterprise AI

Clean & Wrangle

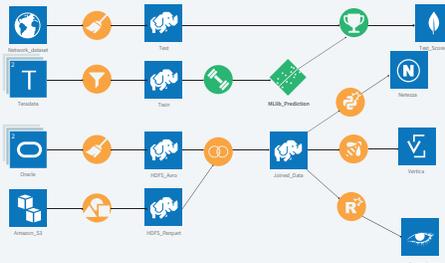
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Rowland, Mr.	Gender	Enter
Braun, Mr. Owen Harris	male	22
Moran, Mr. James	male	35
Haskins,		26
Javala, M.		35
Allen, Mr. Y.		35
McCarthy,		29
Hewlett, M.		29

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- Split column on Mr.
- Replace Mr. by
- Remove rows equal to Moran, Mr. James
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- Clear cell's equal to Moran, Mr. James
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- Filter on Mr.
- Toggle row highlight
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Monitor & Adjust



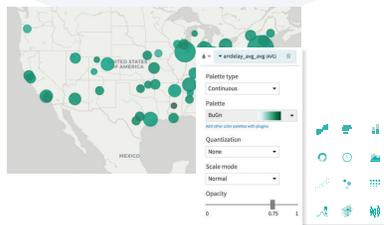
Build + Apply Machine Learning



Deploy to production



Mining & Visualization



400+
CUSTOMERS

40,000+
ACTIVE USERS*

*data scientists, analysts, engineers, & more

Dataiku is one of the world's leading AI and machine learning platforms, supporting agility in organizations' data efforts via collaborative, elastic, and responsible AI, all at enterprise scale. Hundreds of companies use Dataiku to underpin their essential business operations and ensure they stay relevant in a changing world.

