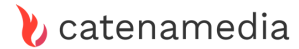


Simplification Automation Programmability

To achieve intelligent reporting & automation
through pervasive analytics and digital
infrastructure



Keboola Clients & Partners

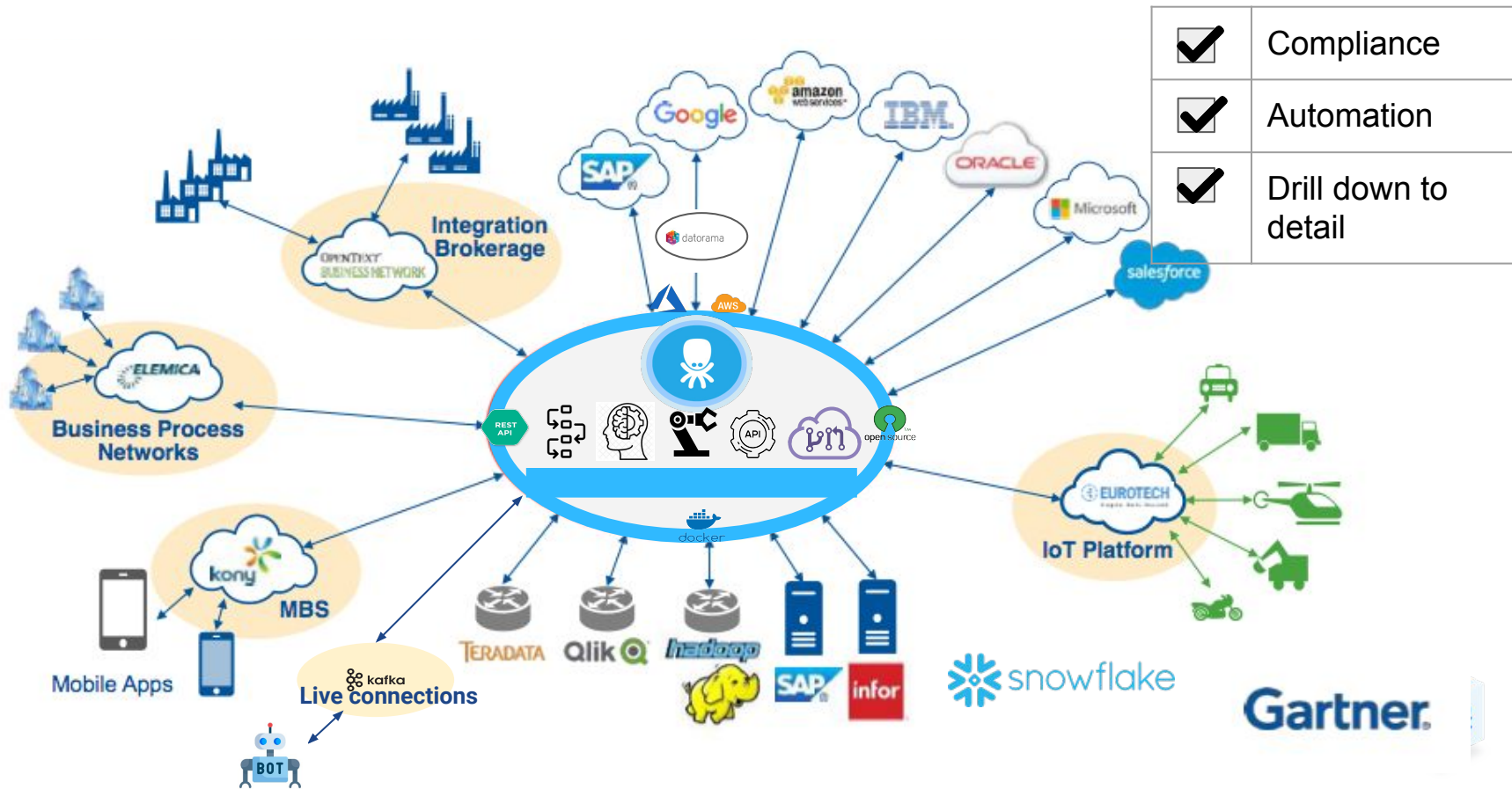


Nirvana

Thousands of micro models that automate processes across the whole enterprise so it is intelligent and “reacts actively”



Ever growing infra complexity is not sustainable



✓	Compliance
✓	Automation
✓	Drill down to detail

Data platform for business

Drive visibility and automation for your processes

Reporting & analytics automation

AI & process automation



Internal data sources

ERP

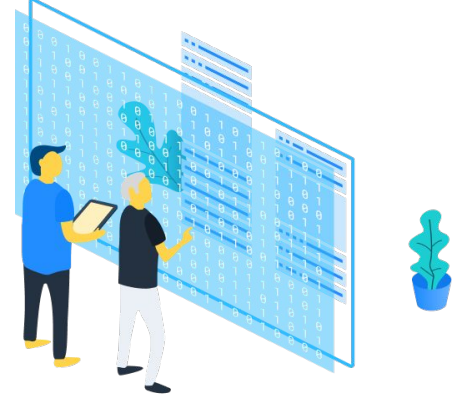
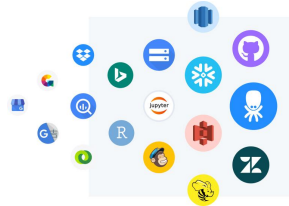
SAP

DWH

Task

etc.

External data sources



User friendly data platform

Compliance automation

One source of data for business & data science

Significantly better time to market.

CLOUD based MODULAR platform

Out of the box data integration and management

Data integration, data management, automation in one platform with full security and governance. Azure, AWS, GCP + on prem



Covid response automation

10 DAYS TO AUTOMATION

O2, VODAFONE, T-MOBILE

CDC

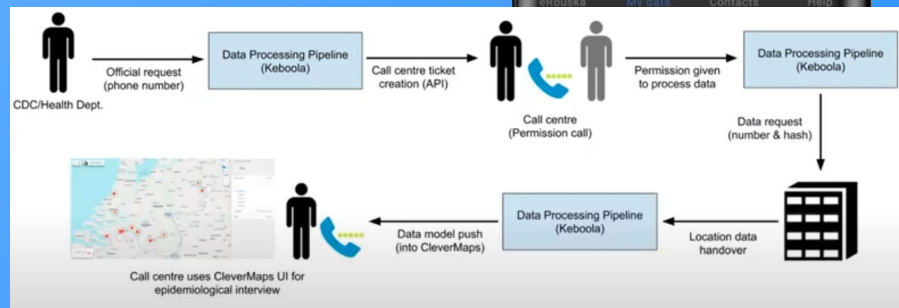
MOBILE CITIZEN APPS

FULLY AUTOMATED

AUDITED BY PwC



DELETE DATA				
contacts with other doesn't indicate S.				
CLOSE ENCOUNTERS				
ID	RSSI			
17.4.2020	23:35	...23c865	-49 dBm	
17.4.2020	23:33	...23c865	-67 dBm	
17.4.2020	23:31	...23c865	-84 dBm	
17.4.2020	23:29	...23c865	-93 dBm	
17.4.2020	23:27	...23c865	-89 dBm	
17.4.2020	23:25	...23c865	-60 dBm	
17.4.2020	23:23	...23c865	-64 dBm	
17.4.2020	23:21	...23c865	-63 dBm	





Report automation | 4.000 users | 8 weeks

Purpose:

Consolidate the performance of various marketing channels into one easy-to-use dashboard available to a wide audience in DXC sales and marketing teams

Data Sources:

Salesforce Developers Community platform (SFDC), Eloqua, Conductor, Adobe Social, Adobe Analytics... 50+ data sources in total!

Delivery:

Dashboard accessible as a stand-alone application or via SFDC or both

And when we say wide audience we mean huge. Over 3,500 sales staff and a 500-person marketing department managed an 8-figure marketing budget annually. It was our job to help Chris Marin, our champion at the company, to make a sense of the data.

300 ROI | 100% automation | AI automation

In 9 months:

Supporting 15x more users without increase in IT - over 100 engineers

Sky rocket cross dept use cases of report automation and collaboration on AI

Implemented dynamic pricing with McKinsey on 300.000 SKUs, logistics AI with Logio, NLP ai with Genea and enabled 50 new partners in ML&AI

Deprecated two legacy systems and decreased dependency on SAP and Oracle

Close to **£10m** directly attributed

"This [using Keboola] has ultimately improved our bottom line, plain and simple," concluded Ilja.





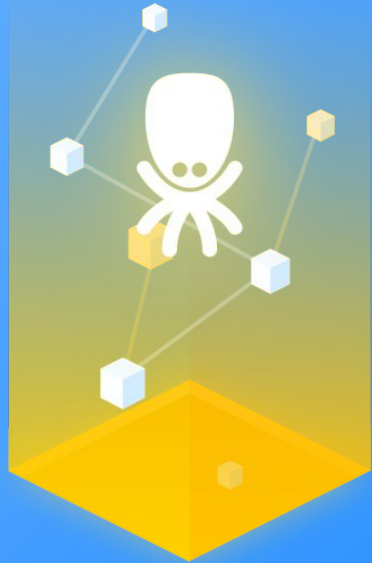


Back Up slides



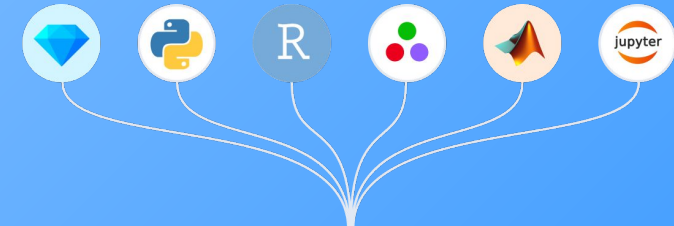
4 CHALLENGES (WHY statement)

- Complexity of stack and users grows extremely fast - DataOps
- Growth of apps & services to be integrated bi-directionally
- Reaction on data in real-time
- Machine Learning needs all data available & models need to be automated



COLLECT ALL DATA

From databases
Logs
Payment records
Sensors
Interactions with customer
GPS coordinates
Rest APIs
Streams

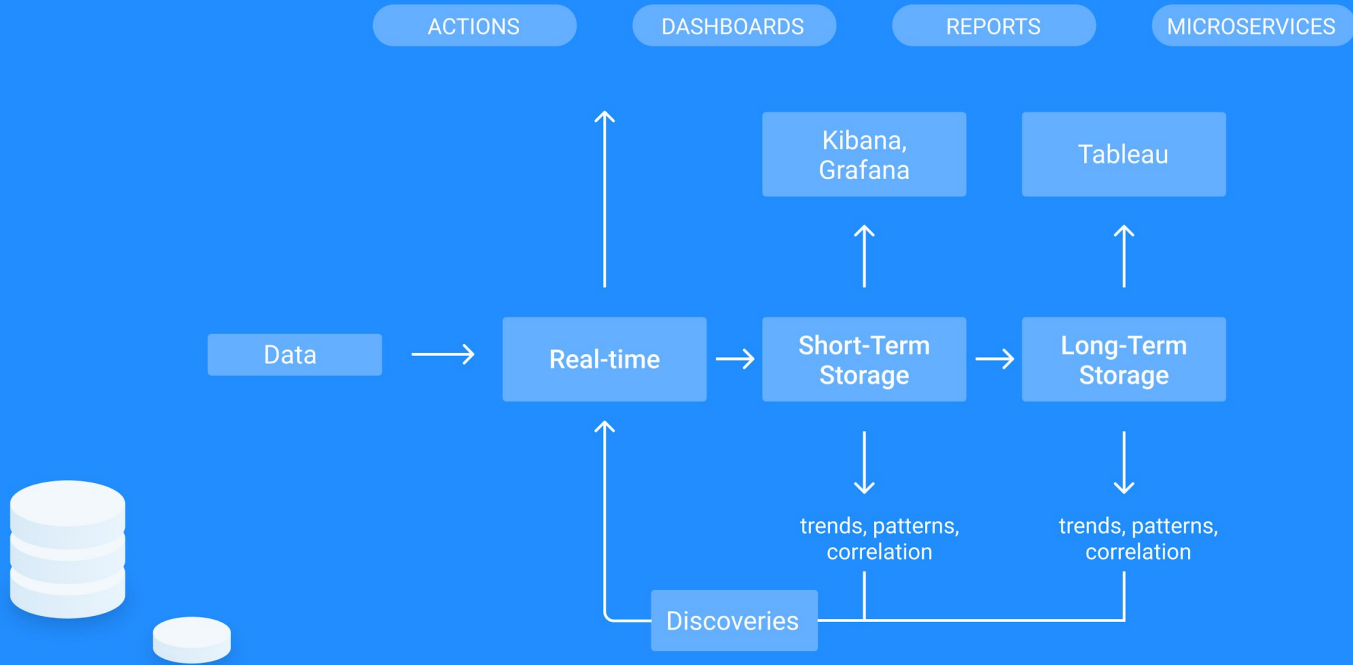


The diagram shows six circular icons representing different data sources or tools: Snowflake, Python, R, a multi-colored circle, a 3D pyramid, and Jupyter. Lines connect these icons to a central point above a screenshot of a data pipeline interface.

The screenshot displays a data pipeline configuration interface with the following sections:

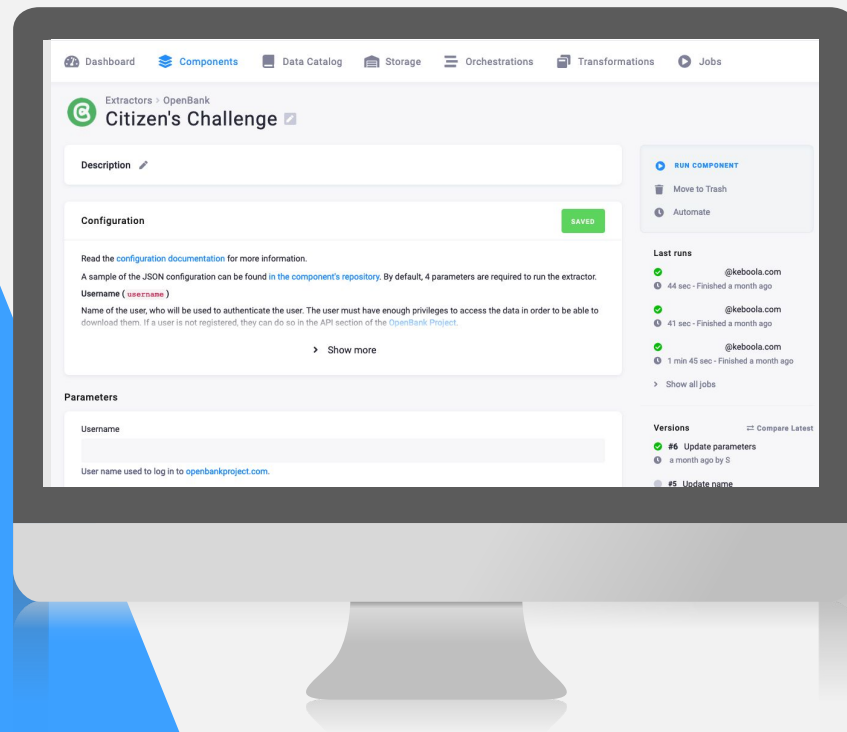
- Input Mapping:** A table listing data flows. The third row is highlighted, showing an input named "SYRUP-JOBS_JOBS" (IN) connected to "JOBS_JOBS_EU". A tooltip for this row indicates "COPY (Filtered) Incremental".
- Parameters:** A section for defining pipeline parameters, including "dateStart (01-01-2010)" and a generic "parameter (defaultValue)".
- Block 1:** A section containing three task blocks: "Customer Selection", "Select in DB plates", and "SQL Drop (disabled)".

RECOGNIZE 3 CRITICAL TIME STAGES



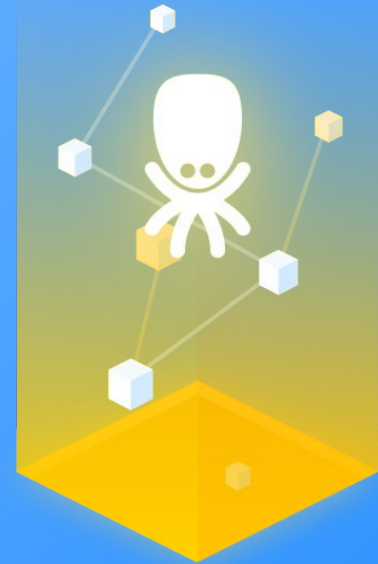
Key benefits for IT org

Utilize on prem
Multi cloud from one location
CI/CD pipeline
Operational metadata -> full governance
Detailed cost attribution



5 PRINCIPLES OF SUCCESS (HOW statement)

1. **Integrate** systems&services & **Recognize** 3 critical time stages of data
2. Capture operational **metadata** to provide detailed financial governance
3. **Allow** shared access to data & provide **collaborative environment** per role
4. Create **scaffolds** & **automate** processes beyond RPA
5. **Measure** data quality & monitor **production**



Keboola Data Governance

ACTIONS

DASHBOARDS

REPORTS

MICROSERVICES

SOURCE

SOURCE

SOURCE

SOURCE

SOURCE

Orchestrates data to a different data storages

Keboola Data Hub

Data Storage

Data Quality

Data Catalogue

Stream data back to legacy systems

De-anonymisation

Anonymisation

Real-time stream processing

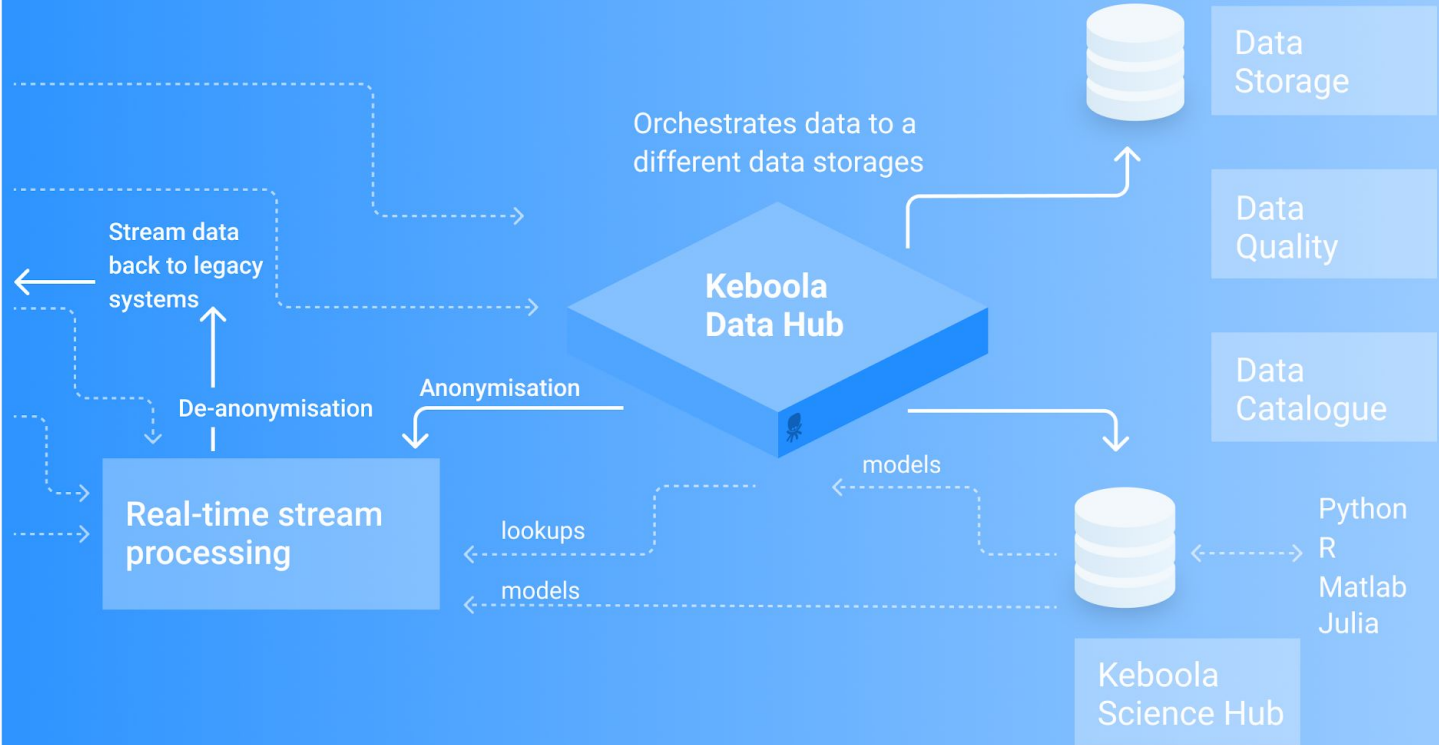
models

lookups

models

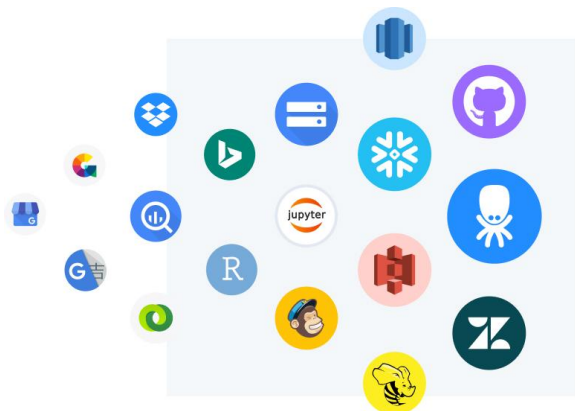
Python
R
Matlab
Julia

Keboola Science Hub

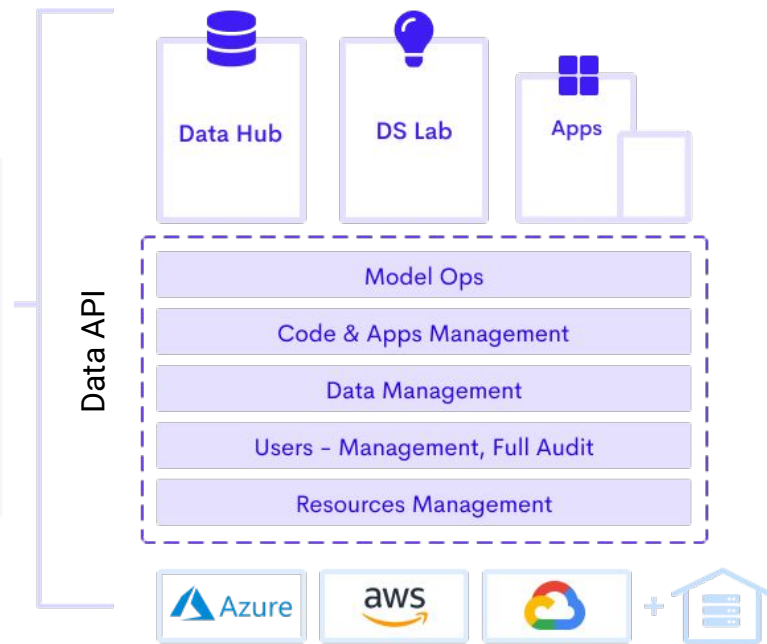


Keboola platform

Data Sources & tools



Keboola Platform



Scaled Business
Insights &
Operations in BI
Tool

Automation
through ML &
Cloud Services

