



## BBBT Podcast Transcript



### About the BBBT

The Boulder Business Intelligence Brain Trust, or BBBT, was founded in 2006 by Claudia Imhoff. Its mission is to leverage business intelligence for industry vendors, for its members, who are independent analysts and experts, and for its subscribers, who are practitioners. To accomplish this mission, the BBBT provides a variety of services, centered around vendor presentations.

For more, see: [www.bbbt.us](http://www.bbbt.us).

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**Host:** Claudia Imhoff, President, BBBT  
**Guest(s):** Rich Ghioffi, VP, Marketing

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Claudia Imhoff: Welcome to this special edition of the Boulder BI Brain Trust podcast. I'm Claudia Imhoff and I'm here in Grants Pass, Oregon, at the Humphrey Strategic Communications annual Pacific Northwest BI Summit. I'm pleased to have the opportunity to interview each of the vendors attending this event.

CI: With me is Rich Ghioffi. He's the Vice President of Marketing for Treasure Data. Welcome, Rich.

Rich Ghioffi: Thank you. It's great to be here with you, Claudia.

CI: It's always fun to talk to you.

RG: It's fun to have a weekend like we've had, where we've covered so many different subjects. It's great to hear people's perspectives because the market's changing so fast these days.

CI: It is. Innovation, disruption, we've covered just about everything this weekend. Speaking of innovation, you're now part of Treasure Data, which may be a new company to a lot of people. Why don't we start there? Why don't you tell me what Treasure Data's all about?

RG: It's a great place to start and actually dovetails really nicely into a bunch of the disruption that we talked about over the last couple days. Treasure Data is a cloud service, really for data-driven applications. We give people the ability in, literally, a few days, to load data in and to start looking at the data, evaluating the data. In some cases, they're in production in less than a week and a half or two weeks.

I'm talking about some Big Data applications, lots of times around sensor data, around web data, around behavioral data. All kinds of big, classic Big Data, but being able to look at and spin up applications really quickly that are data-driven.

CI: Let's talk a little bit about the cloud because it really has taken off, it seems like, in the last year. Two, three years ago, people were kind of skeptical. They were a little bit nervous about letting go of their data and putting it into the cloud. What do you think has changed? Why, all of a sudden, is the cloud just hot, hot, hot?



RG: Well, I think it's a number of different things. There was a moment last year where things changed. When Amazon came out and announced Redshift, it really changed the economics. That drove people to say, "Why should I be doing and building all of these systems in-house, even if I was going to build a private cloud in-house, and incur all of the costs associated with that when I can go for a relatively modest amount or small amount, comparatively, to Amazon and get the same service?"

Then that spun up, "What about security? What about data loading?" I don't think we're through that yet. But, for a class of applications, we're going to see lots of deployments in the next year and a half or two years, and companies like ours being able to use a similar kind of infrastructure on Amazon to start building application-oriented, data-driven applications.

CI: It's interesting. Two years ago, all I heard was "Security, security, security." Nobody questions the security today, or at least there's minimal question about "Is my data going to be secure?" and that sort of thing. That, I think, helped a lot to get acceptance on it. The other thing, of course, is the economy. It is just so expensive for IT to now have all of the hardware, all of the software, all of the network, everything on its own premises. It really has given you guys a boost.

RG: It has. I actually think it's going to transform the industry. I think it's good for us. I think there will be lots of companies like ours taking advantage of cloud and cloud services. I think the whole idea of being able to go in and being able to provision things on your own. We've always talked about blending IT in business intelligence, IT and the user. This is giving the user now, especially a technical user, the ability to go in and being able to do it themselves. That's self service in a different way. It's also outsourcing in a different way. I think both of those are going to be beneficial.

CI: I think they're very beneficial. The other thing it does is it frees up IT from, let's face it, the not so glamorous stuff of provision databases and stuffing data into them, to actually maybe focus on some more value add, like cleaning up data before it even gets to the cloud. Fixing all kinds of



problems that they just didn't have time to even look at before the cloud made it so easy for them.

RG: I also think the other thing that has fueled this to start to realize that companies like Salesforce or all the marketing innovation environments like Elequa and Marqueto, who the data's in the cloud. Those are SaaS applications. The data's already there. It's customer data. It's critical data. I think that's helped ease the transition.

CI: You have competition. There's no doubt about it.

RG: Lots of competition.

CI: It really is becoming quite popular. How do you see Treasure Data differentiating itself from these other companies?

RG: Great question. We leverage the Hadoop stack part of it. We've actually built our own storage subsystem. Built it in a way that's highly parallel. Can take advantage of the classic white box technologies that cloud providers use. I think that is an advantage for us from a performance standpoint. The other thing that you've touched on earlier that we glossed over a minute ago is data problem.

What we've also done, or Treasure Data has also done, is to build an open sourced product called, "Fluent D," that's an agent technology that allows us to embed those in different technologies where the information is being created. Whether it's sensors in an environment, whether it's Webs, Web information, Web blogs, et cetera.

We can collect that information and basically, in very effective and in a performant way, get it into the cloud.

CI: That brings us back to the full circle of big data because, obviously, you're going to need that for Big Data. Big data has taken some knocks lately mostly because it's a marketer's, no offense, but it's been a marketer's dream [laughs] and it's been a little bit over, not over sold, but maybe, a little bit, over talked about. Do you think Big Data's got legs? Do you think it's going to be around for a while?



RG: By the way, I agree with you. As a marketing person, I think the collective marketing talent in and around the states is clearly overused the term. We've just worn it out. I think it became lots of different things to lots of different people. I think it's lost its definition a little bit. For us, I love Colin White's definition, "Big Data is the other data, the data that we haven't been using." The Web blogs, and by the way, Splunk has made a business out of this in a very specific way or a very narrow way, in a lot of ways.

I think that part of big data is going to have legs. I think it's going to be around because I think we're going to start to find value in areas where we haven't traditionally looked for value in business intelligence.

CI: Yeah, I think that's probably the most exciting part of this, is that we're really just now starting to see some very interesting cases studies, really beneficial case studies, down-to-earth case studies of Big Data. Massive amounts of machine sensor type information that really does help an organization or fraud cases and so forth and so on. I agree with you. I think we're finally starting to get our arms around this Big Data trend.

RG: I think that's the right area of focus. The machine data, the sensors as opposed to...We got real excited about social. I think it's not as sexy. I think there's a market there, don't get me wrong, but I think there's a much bigger market in collecting these other types of data.

CI: I think in terms of real benefit to the business, sentiment analysis is nice to have but the real benefit is making your company better, making everything better, satisfying your customers better.

RG: What we've been trying to do for the last 20 years.

CI: Forever, right. Unfortunately, we're out of time. Again, I'm with Rich Ghiossi. He's the Vice President of Marketing for Treasure Data. Thank so much, Rich.

RG: Thank you.

CI: Thank you for listening to this special edition of the BBBT podcast, and thanks to Scott Humphrey for giving me this opportunity and for hosting the Pacific Northwest BI Summit.