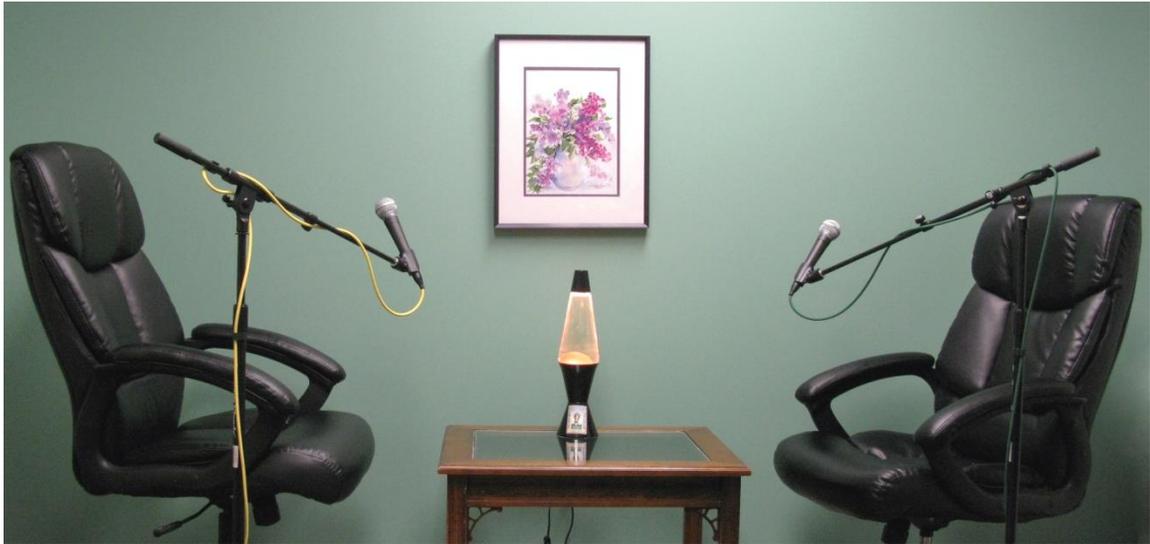




## BBBT Podcast Transcript



### 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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Claudia Imhoff: Hello, and welcome to this edition of the Boulder BI Brain Trust, or the BBBT. We're a gathering of international consultants, analysts, and experts in business intelligence, who meet with interesting and innovative BI companies here in beautiful Boulder, Colorado. We not only get briefed on the latest news and releases, but we share our ideas with the vendor on where the BI industry is going, and help them with their technological directions and marketing messages. I'm Claudia Imhoff and the BBBT podcasts are produced by my company, Intelligent Solutions.

I'm pleased to introduce my guest today. He is Pat P. Pat is the director of product marketing for Talend, so welcome Pat.

Pat Pruchnickyj: Thank you, Claudia. It's really good to be here. I used to live in Denver in fact, so to come back here is really good for me. Thank you.

CI: Well, we could have had better weather for you, it's a little chilly outside. But let's get to the podcast. You started out talking about having the right equipment, especially in BI. Given the new requirements for business intelligence today, there's all sorts of new sources and all kinds of new things that are coming in. I'm assuming that's what you're talking about. Is that correct?

PP: Yeah, it is. We think about the number of new applications that are coming out into the marketplace every day, we have to be able to support interaction or integration with those systems, accessing the data from it. These systems are being used by businesses today to differentiate in the marketplace. That's really why companies come to Talend, is because they have a very diverse landscape of IT applications, and they need to integrate them all if they're going to take advantage of them.

CI: What's interesting is it's not just for BI, we'll get to it in a moment, but you've got a tremendous landscape of integration capabilities. It's interesting, it's something that came up almost immediately in the discussions today.

You talked about the accidental architecture, basically what I would call chaos, the naturally evolving architecture of, "I've got one thing, now I've got two things, now I've got three, but I didn't think out into the future, so they're all kind of siloed, or separated by this and that". I don't know, sort of bungee corded together or something. What do you suggested to



overcome this naturally evolving or accidental architecture? How do we fix what we've got?

PP: Yeah, well what we've got obviously serves the business well, or otherwise the business would have gone out of business. So if you're still in business today, right, I'm talking to you, you've done well so far. Great. But you're in a very competitive marketplace. Every day a new business is starting or somebody that you've been competing with over a period of time has now invested in some new technology, or they've got a new way of doing things.

If you don't do anything different, you're going to actually go backwards in comparison to those other organizations. What are they doing? Well look at what they're doing, look at the other companies in your industry, and see what technologies they're investing in, and you need to do that. So really, where you start if you're new SOA, or new to integration, and trying to get away from this accidental architecture...

CI: You mention SOA, let's define what we mean by that. Some people may not know.

PP: OK. Yes, SOA. Service Oriented Architecture. It's a way of thinking. It's not that you can't say this is SOA, this isn't SOA. It's trying to access applications through a standard interface based on services. It used to be what we would call Web services, based on things like Simple Object Access Protocol, SOAP.

These days when you're talking Web properties is much more what we call REST, RESTful interfaces, because it's much better at transitioning through company firewalls from on premises applications through to cloud based software as a service applications. These days most people when they think about a service interface they're thinking of a RESTful Web service interface.

If you're working in some of the newer IT applications that have been coming out, and when I say Salesforce.com I don't mean that's new, but I mean it's that style of application that's been hosted not on your business premises, but in a cloud environment, private or public. You're paying a subscription for the use of that technology.



There's a whole raft of these things coming out at the moment that will add value to your business. If you wanted to start small and get some experience with using integration solutions, then that's a good area to be focusing in.

CI: Yeah, it's kind of SOA 2.0. The next...

PP: Maybe you should trademark that.

CI: Gosh. I'll think about that. Let's talk a little bit about Talend. Talend has a unified platform. Talend Unified Platform is the name of it. Again, let's talk about what does it consist of? What are the piece parts here?

PP: Yeah. The Talend Unified Platform is quite often confused because we have a range of different domains that we integrate. We integrate data, applications, and processes. But the Unified Platform is really the underpinnings to any of those domain specific integration solutions. So what that is, is a common tooling.

Whether you're an ETL developer or you're a Web services guru, and you're writing interfaces to your applications, you're going to use the same common graphical tooling environment. It's based on an Eclipse studio that runs on a workstation, and it generates code. The code is held in a common, central, repository. If you're using the commercial versions of Talend, then the repository is shared across those different domains.

So that's the second point then. There's three others. It's a deployment engine. So you can say I want to take these artifacts that I've created from the repository and put them into this runtime container, so that's the deployment. Then the container itself is common across the different disciplines. So in the same container you can have data integration and application integration jobs running. You can create a very diverse landscape of integration solutions.

Then lastly, for operations and administrators in the business, they want to be able to manage what's running, and they want to see what's happening. How many messages are going through? What's the latency of the messages? Is one server running more efficiently than the other?



We provide that common, in fact that's browser based tooling, so that you can centralize your management and operation. That doesn't mean to say you have to have everything in one place, but it means you have a common tooling, and the ability to manage as many different operational environments as you need from that centralized interface, if you like.

CI: I believe there are six components, capabilities I guess, functionalities. Can you just list those briefly, what they are?

PP: So, I was going to say starting from the left, because when I think of the picture of this in a slide that I might present, I'd have big data first. That's the integration, it's the data management of big data.

CI: Management of big data.

PP: Then we have data integration. This is the traditional extract, transform, and load capabilities that you'd have. This is really moving batch data. It's data that's already done its job as it were, but it's now system of record that we want to maybe analyze in a data warehouse. So that's data integration.

Then we have data quality. Now data quality is actually a bit of a differentiator for Talend. Many companies do data integration, but they don't necessarily help you cleanse the records, de duplicate the records, validate the address information, supplement the data with some other pieces of information that you might have about the business. That's the data quality tooling. Then we have real time integration through what we would call enterprise service bus.

The enterprise service bus is really the queuing technology, the mediation between multiple end points, implementation of Web services framework to allow you to create very very efficient real time integration flows between applications and sources and targets.

The difference between data integration and application integration is when you think about data integration, it's always historic data. The data has done its job. With real time integration, you want to know at the point in time when somebody's making an ecommerce order on a website, they're placing an order for let's say a ticket, a concert. There's only so



many tickets. We need to make sure that the tickets are actually available before we take the information for the credit card.

So it has to be actual, real time information, at the time you inquire about it. We have to be careful when we say real time. What we really mean is sort of very fast reaction times, low latency. Real time, really, is more about analog systems, or flight control system, than it is about business and ecommerce. But we use the term...

CI: There is a slight delay, but it is very slight.

PP: It is slight. I think somebody once said real time is fast batch.

CI: There you go.

PP: But anyway, that's the real time integration piece. For our service oriented architecture stack, so in other words the lowest layer we would have the connectors, then we would have the service interfaces through Web services in the enterprise service bus. We would then be able to create orchestration flows, which are much more highly abstract than the lower level services that we'd run through the enterprise service bus.

We can control and manage those through a business process management layer which gives us two things. It gives us very long running transactions which might run over days, weeks, months, or even years, in a persistent form. So that if the system crashes and you bring the system back up, the data was persisted to a database, so we can still reenact that instance of that business process, but also add in human interaction.

It gives you a Web form that allows you to enter the data, it gives you escalations to maybe a manager or somebody else to sort of approve the request, or if that person's away on vacation it can automatically transition the request to an alternate manager or somebody else's subordinate, somebody who can approve the request, basically. So that's the BPM tool, and that's number five.

The very last one, number six, is the master data management. Now master data management is the two most common areas where people want master data, in other words, they want a record, which is a single record,



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and it is of an entity, with all of the attributes of that entity validated and correctly addressed.

One in the customer domain. If you're dealing with customers you might have multiple systems like marketing systems, or online ordering systems. Now you might have a person called Joe Brown in one system, and another person called Joe Brown in another. Is that the same person? Do we want to market Joe Brown with an offer if we already have him as a customer? Until you can resolve that, is he at the same address? Does he have the same cell phone number?

If you don't know that, you could be wasting marketing dollars sending out literature to somebody, in the mail, where clearly they were already a customer. You might even alienate them, because they think, "Well hang on a minute. Why don't they know I'm a customer?" So that's the customer domain.

Another very common one is a product domain. For a number of reasons people will maybe update the product, give it a slightly different product code, and it's very critical in certain industries like the aviation industry, that this is a new brake lining for a Boeing 777, slightly modified part number, what you really want to make sure is if somebody orders that part that they actually get the exact same part.

Or it might be that parts come from multiple suppliers and they all have different part numbers, but they're actually the same component. So you need to understand that as well.

I do remember once talking to a company some years ago, and in fact they were in South Africa, they were an auto windshield replacement service. They were actually telling me that the windshield on the Honda Accord and some other vehicle, a completely different make, was exactly the same pattern. If a guy was going out on a call to replace a windshield he could check in his inventory to see what he's got in stock. Even though it's a different part number, it would still fit that car. So companies are very keen to master the product domain as well as the customer domain.

As I said, those are the two main ones, and that's also another offering that we have.



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CI: What you have is a tremendous depth of technology. It will help a company reach that Nirvana of the service oriented architecture instead of the naturally occurring, or the accidental type of architecture. The question I get asked all the time, though, is how do I get started? It looks so massive to change over to, to switch over to a service oriented architecture when I don't have any.

You have something that I think is extraordinary useful for these people. You talked about a path to real time integration. And yes, real time integration forces you, almost, into a service oriented architecture, but how does that pathway help in terms of going from chaos to service oriented architecture in an evolutionary rather than revolutionary type of fashion?

PP: OK. That's a really good question, Claudia. I'm glad you asked it, because I think there are two elements to this, right? One is on the business side. I think the answer I would give is that you actually don't look at the things that are already running, and are quite happy to be running in the background that you don't need to maintain very often.

But if you're coming up with a sort of a maintenance upgrade, it may well be that that's a good opportunity to look at the interfaces to that system and see whether they're relevant to be maintained in a sort of the more services oriented way. Or it may be that you're implementing some new application. Maybe you've got a new product offering coming in, new departments being set up to support that, and they're going to be using some new application. They need to integrate that into the business.

What I would suggest is, that they use that as an opportunity to build out new interfaces through the service bus to their existing applications. Maybe even run this in parallel with the existing infrastructure until they gain experience, until they can demonstrate real value back to the business. Then build a business case for evolving more into a real time environment, rather than just continually maintaining this fragile, accidental architecture you've talked about.

That's on the business side. I think on the technology side, and this appeals to the technicians that might be listening to this, or replaying this podcast, is that with Talend one of the really unique features of us is that we have a



capability, which is to download these six things that we've talked about from big data through to master data management, and use those and test them. Trial it out on a particular project, use it for free, because that's how you get it. You download it from our website, you install it, and you set it up, and you play with it.

It's surprising just how many of our customers that we have today that are coming to us as a commercial relationship. They've got a contract with us, and we provide them with the technology and the support, how many of those have actually started by taking a download, playing with it, getting familiar with it, and some experience with it, and trying out in the way I've said from a business perspective, and then realizing them that actually this gives them value. So they only pay for that service at the point where they get value from it. That de risks it for most businesses.

CI: Yeah, and it's a marvelous approach. Again, not everything has to fit into the architecture. But those things that are critical, that are causing the company pain or losing its competitive advantage, those are the ones you want to focus on.

PP: Yeah, absolutely. Yeah, it's all about getting advantage in the industry.

CI: I get it now. Very quickly, we've only got about a minute or so left. But if you could just touch on a couple of case studies that you think demonstrate what we've been talking about.

PP: Yeah, OK. I'm always very reluctant to talk about case studies, because although we have many companies that have used our products, some of them, you know, we've announced as press releases, and they're very happy with the product. But then you say something, and then maybe it's not quite up to date, because we don't, I don't speak personally to our customers every day.

Here's one I'll pick out. Travelex it's a company based in the UK, but they're a global company. They have operations in 25 countries. They invested in the Talend Universal Platform. This is, when I say the Talend Universal Platform, it's all of our products. It's all six things I've talked about. What they're actually doing is re-engineering their entire infrastructure to support



foreign currency trades. If you go through any of the airports in Europe, you will see a Travelex counter somewhere.

CI: You bet, I used them just yesterday in Canada.

PP: Right, OK. So you're very familiar with them. So they downloaded our product and they tried it. They were doing the evaluation, looking at other technologies that could support them, but they really liked what they saw in Talend. It did everything that they needed. They're initially starting on data services, enterprise service bus, real time integration flow. But they're also using us for business process management.

They're basically re-engineering their entire internal integration flows between all of their systems. As you can imagine with a company like Travelex, it's a lot of data, there's a lot of real time interactions taking place. You can order currency online, you can go straight to kiosk or a bureau de change in an airport or a railway station.

CI: Or an ATM, which is what I used.

PP: Or from an ATM, yeah, we can do that in London as well, because I've seen it and used it. Yeah, so what they're doing is they're spearheading this, the development started in the UK. They're now moving some of the development out to Mumbai, where they've got offices. Once they've got the whole solution working in one location, then they're going to replicate that through the 25 different countries where they're operating.

That's a really good story. I mean they came to us through the open source download, they tried it out for themselves, they actually saw what it could do for them, the value that they could get from it. I wouldn't say that they're necessarily a greenfield site, but they certainly have a sort of fairly complex IT infrastructure that was already pre integrated using what we would have called, "point to point integration". Everything was connected to everything, but it's becoming very complex to maintain, very expensive to maintain, and they really need to move away from that, if they want to expand into new markets and new ways of offering their service to a bigger marketplace or a bigger set of customers.



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CI: Oh, excellent. What a good example of exactly what you've been talking about. Unfortunately we're about out of time though, so I'm going to have to say that's it for this edition of the BBBT podcast. Again I'm Claudia Imhoff and it's been a great pleasure to speak with Pat P. of Talend today, so thanks so much Pat.

PP: Thank you Claudia, it's been great.

CI: I hope you enjoyed today's podcast. You'll find more podcasts from other vendors at our web site. That's [www.boulderbibraintrust.org](http://www.boulderbibraintrust.org). If you want to learn more about today's session, please search for our hash tag on Twitter. That's #BBBT. And please join me again for another interview. Good bye and good business!