



The analytics database

2021 February

# Company Roadshow

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CEO



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# Exasol Delivers Superior Data Analytics Value

Built for analytics, Exasol is faster than any other database, delivering next-level performance, ease of use, and freedom of choice



## PERFORMANCE

- Fastest Database Technology
- Linear Performance Scalability
- Operationalize Data Science



## EASE OF USE

- Self-Learning & Auto-Tuning
- Ultra-fast Data Ingestion
- Access Bespoke Analytics



## FREEDOM OF CHOICE

- High-Impact Analytics Anywhere
- High-Performance plus Elasticity
- Flexible Pricing Models

MISSION

EXASOL MISSION

Accelerate insights from  
the world's data.

MISSION

EXASOL VISION

Be the analytics platform trusted by the world's most ambitious organizations.

# In 2020 Financial Targets Delivered

## **ARR +37% to €24.1M**

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Guidance for 2020  
(> +36% ARR growth)  
reached

Sales cycles are on 9+  
months, therefore, ARR in  
2020 based on the sales  
performance pre-IPO

ARR performance does not  
reflect the full sales success.  
In 2020, several one-time  
license contracts were signed  
with a volume of €3m

## **Revenue +9% to €23.6M**

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Revenue impacted by  
transforming our business  
model from a classical one-  
time license model to a  
subscription model

## **+69 employees in 2H20**

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223 employees  
on 31 December 2020

Emphasis on Sales &  
Marketing

## **+33 new customers**

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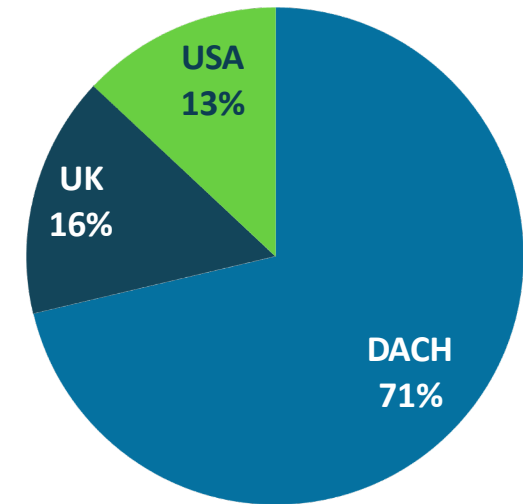
Highest number of new  
customers in a business  
year

195 customers in total on  
31 December 2020

Continued to win global  
brand names

# Number of employees increased as expected

Number of employees	June 2020	Dec 2020	in% of Total	Headcount growth	growth in %
Sales & Marketing	54	92	41%	38	70%
Professional Services	42	54	24%	12	29%
Research & Development	36	48	22%	12	33%
Administration	22	29	13%	7	32%
Total number of employees	154	223	n.m.	69	45%



# 2021 Objectives

Continue to build a stronger organization and enter a new era of growth

## OUTLOOK

- ARR growth > +45%

## KEY AREAS 2021

- Increase headcount to 300+ by end of 2021
- Step-by-step rollout of our SaaS product
- Build out our go-to-market machine
- Create compelling brand and increase awareness
- Prepare DWH Automation technology for market launch



# Massive Market Opportunity

FORRESTER®

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**90%**

of Fortune 1000 data  
workloads on-premise

 IDC

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**54%**

of data workloads  
in the Cloud by 2025

Gartner®

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**\$24.8**

billion in 2019  
Analytics and BI market

MarketWatch

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**\$30B+**

by 2025  
DW market

# What Our Customers Say

*“High-performance analytics within your database is everybody’s dream, so it almost sounds too good to be true... but it actually does perform like that!”*

*– Senior Financial Analyst*

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*“Large amounts of data being queried & presented in that fashion in near seconds.”*

*– Director IT*

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*“If we have a board meeting or some team meeting, in 70% or maybe 80% of cases, we can do analytics in real time and give answers to questions we have.”*

*– Chief Innovation Officer*

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*“We really had to look bit by bit at the results of the executions, because we couldn’t believe they are so much faster than anyone else.”*

*– DataStage Developer*

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*“If you want to explore data, you need a really fast analytics database that answers in seconds, not minutes.”*

*– DataStage Administrator*

# BARC Data Management Survey 2020



**#1** ranked in 18 Categories plus leadership in 4 categories in peer groups



All respondents - **100%** - stated that they would recommend Exasol without hesitation.



Exasol Support – rated at **9.9/10**

Peer Group Data warehouse technologies	Peer Group Analytical database products
<b>1.</b> Top-ranked in	<b>1.</b> Top-ranked in
Time to market	Time to market
Innovation power	Innovation power
Performance	Price-to-value
Platform reliability	Performance
Support quality	Platform reliability
Breadth of supported use cases	Support quality
Product satisfaction	Breadth of supported use cases
Recommendation	Functionality
.....	Product satisfaction
<b>Leader in</b>	Recommendation
Developer efficiency	.....
Price-to-value	<b>Leader in</b>
Functionality	Developer efficiency

# Dresner 2021 Analytical Data Infrastructure (ADI) Market Study



Best in class for reliability of technology, product robustness and technical support

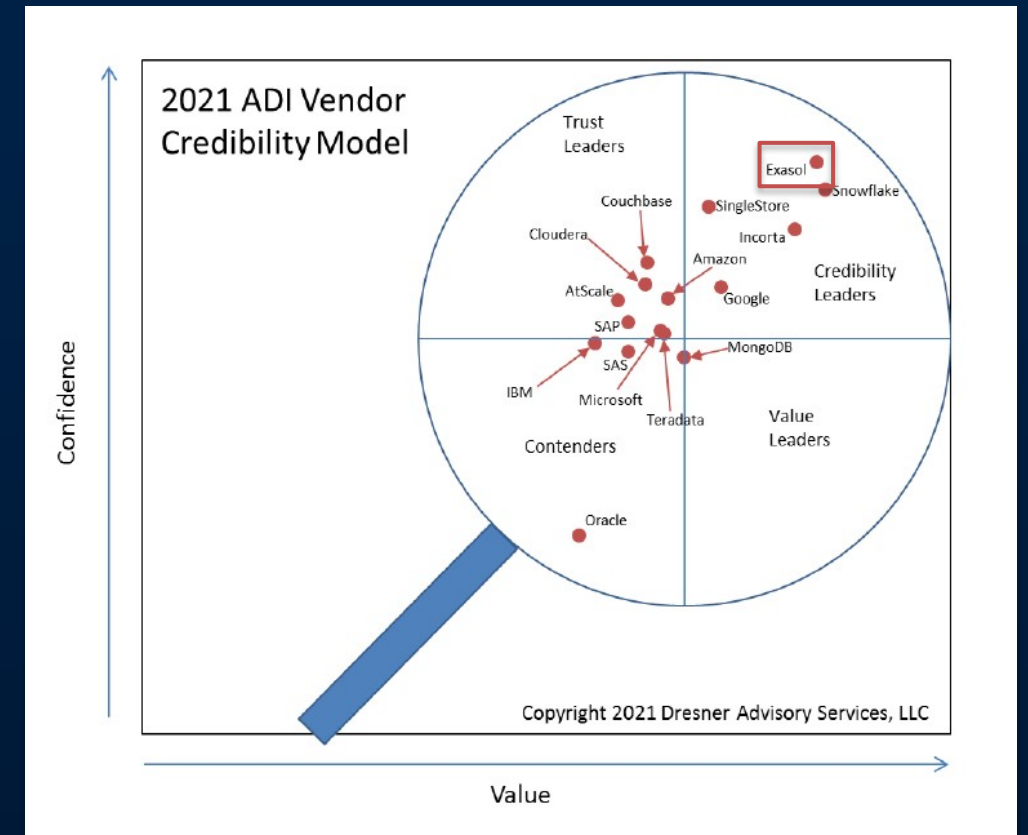


100% of our customers would recommend us – for fourth consecutive year



Ranked as the leader for both customer experience and vendor credibility alongside Snowflake

Read more [here](#)



# What Keeps Data Professionals Up at Night?



## MORE PEOPLE NEED ACCESS TO ANALYTICS

- Analytics should be available to more people
- **But...**  
Current system does not scale well with increased use
- **Resulting in...**  
Critical analysis not getting done or done too slowly



## BUSINESS HAS NEW, IMMEDIATE DEMANDS

- The current business climate has many unforeseen questions
- **But...**  
Ad-hoc queries require lots of tuning and workarounds
- **Resulting in...**  
Putting other projects on hold to respond to ad-hoc requests



## ENABLING DATA-DRIVEN TRANSFORMATION

- Must support data science and model-driven business
- **But...**  
Current system can't operationalize models
- **Resulting in...**  
Data extracts, silos, and quality problems everywhere

# What We Believe



## You Deserve Complete Choice

- Exasol offers choice of deployment: cloud, on-premise, hybrid
- Not all use cases are ideal for the cloud or the pay as you go model
- Consider transfer costs



## Pricing Shouldn't Limit Performance

- Exasol offers choice of licensing to balance cost with performance and scalability
- Grow confidently and not worry about limiting usage as you near your purchase limit
- Beware savings that only materialize when the system is off



## Analytics Software Should Be Purpose-built

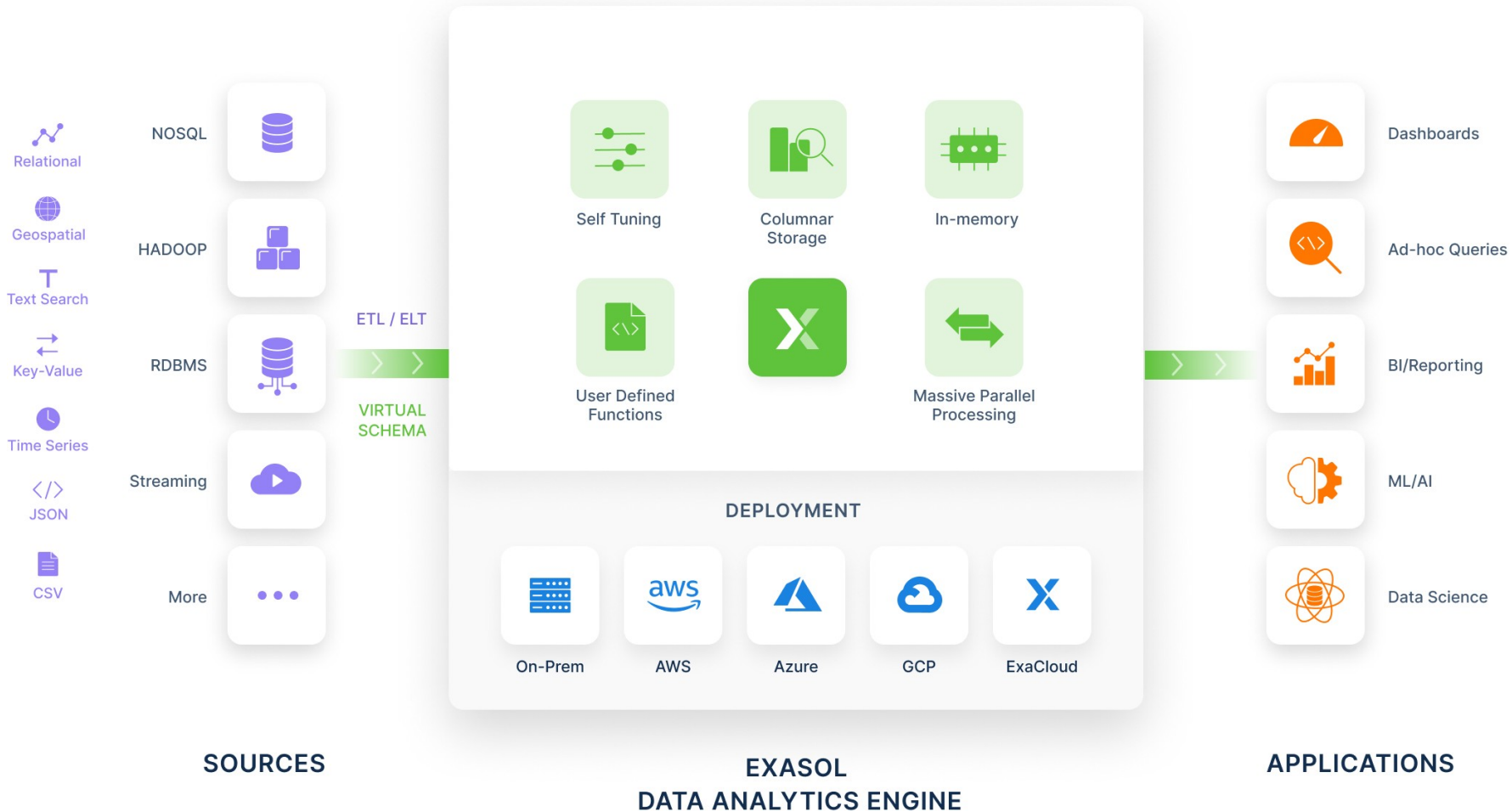
- Database must understand how to optimize the data in it, not just understand storage
- Cloud and elasticity is not a substitute for high-performance analytics architecture
- Auto-tuning must consider query indexes and management of hot/cold data



## Data Science Should Be Democratized

- Modeling from data in the warehouse is just the beginning
- Data engineers deploy models directly in the database as UDFs for maximum performance
- Analysts use those functions without needing to know the technical tools or steps

# Built for Analytics, Fits Easily in Your Landscape



Our strategy for 2021

# Continue to build a stronger organization and enter a new era of growth.

1

Deliver extraordinary customer experiences

2

Drive product performance and innovation

3

Build out our global go-to-market machine

4

Establish a unique & compelling global brand

5

Live our values, every day



# Exasol Growth Strategy

## Deliver extraordinary customer experiences

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- **Seamless and connected** from discovery to renewal
- **Voice of the customer** drives product roadmap
- **Customer success focus** to drive expansion opportunities
- **Optimal TCO at Scale**

## Drive product performance and innovation

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- **Superior Speed and Power**
- Optimized for **on-demand compute & elastic scale**
- **Cloud choice** SaaS and Self-tenant
- Analytics **Automation**
- **Choice for** public cloud, private cloud, on-prem, hybrid solutions

## Build out our global GTM machine

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- **Focus on selling value** in core use cases in OP/hybrid leaning verticals
- **High-impact content** - influencer, positioning, solution, and demo content/tools
- **Globally aligned digital engine** to accelerate lead gen and nurture prospects
- **Focused partner initiatives** with committed SIs, OEMs and Tech Partners
- Continue regional expansion and increase employees to 300+

# Get More From Your Legacy Data Warehouse

## CHALLENGE

You may not be getting the usage this expensive resource deserves due to query performance, scalability, or cost of onboarding new users.

## GOAL

Quickly improve the performance of your existing data warehouse with an Exasol layer to accelerate queries and enable ad-hoc analytics.

- No replacement of data warehouse
- No changes to integrations, queries, applications
- Deploy Exasol on-premise or in the cloud



# Swap Out Your Legacy Data Warehouse

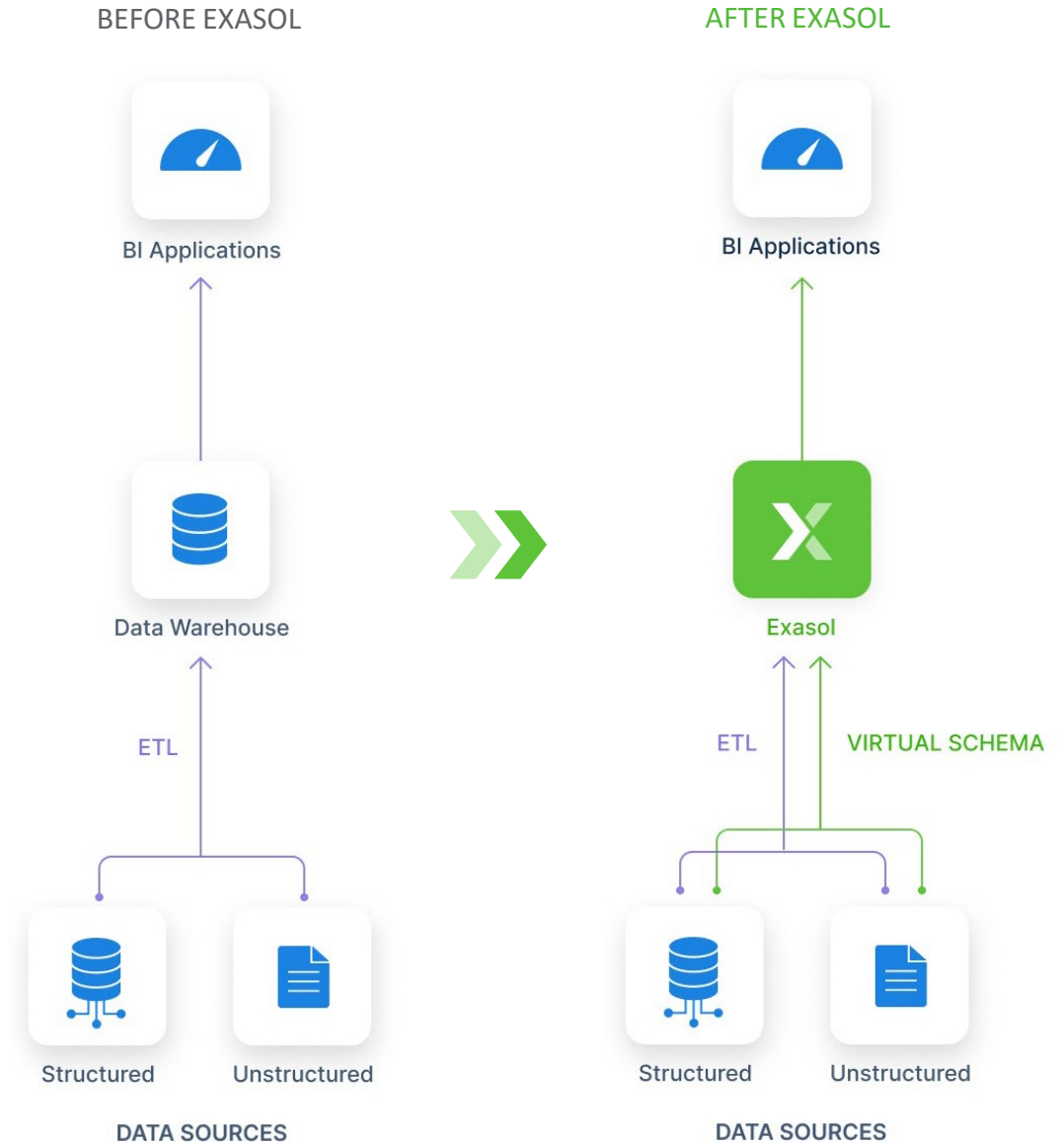
## CHALLENGE

You could be wasting time and money supporting an old technology that can't keep up with current needs.

## GOAL

Modernize your environment and reduce cost and complexity. Replace your non-performing, expensive legacy data warehouse with Exasol high-performance analytics database.

- Accelerate BI reporting, real-time, and ad-hoc query request as well as AI and ML projects
- Simplify your landscape and save money
- Deploy Exasol on-premise or in the cloud



# Unify BI & Data Science

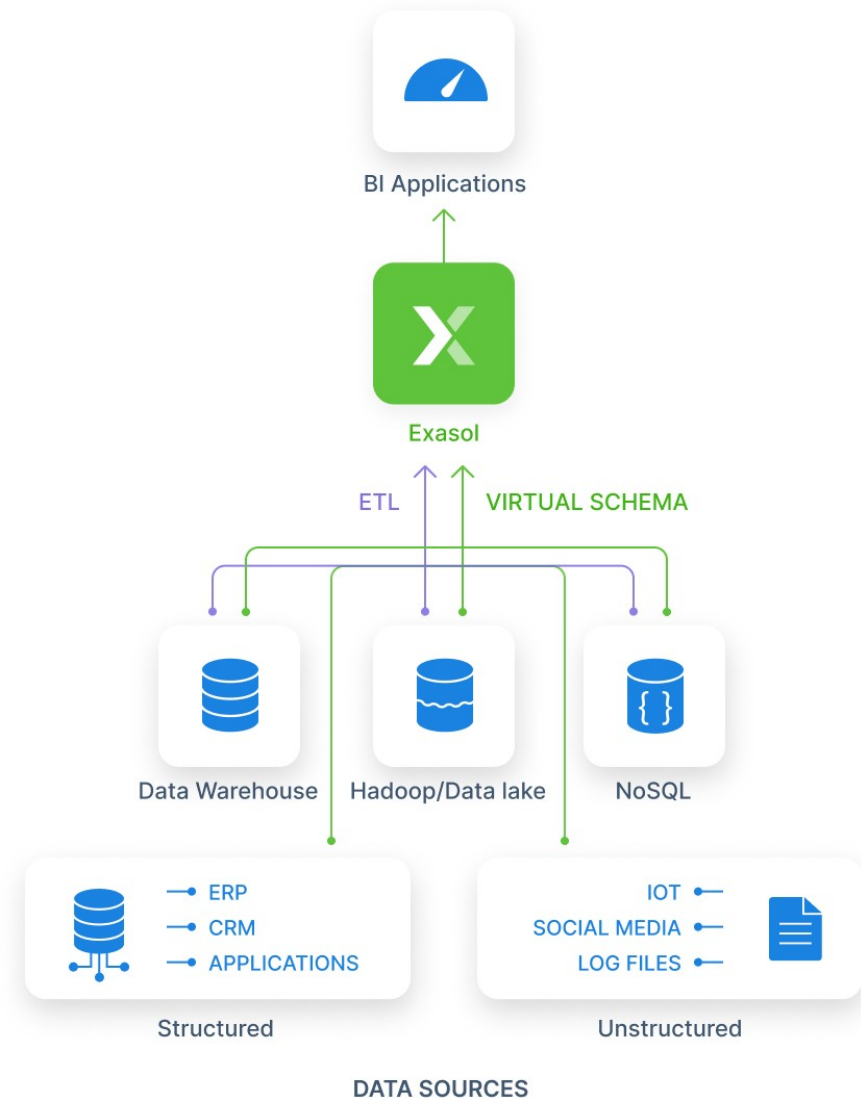
## CHALLENGE

You have lots of siloed data systems but unifying them seems like a daunting project (with lots of ETL code).

## GOAL

Accelerate and simplify all BI projects across the enterprise with minimum disruption. Deploy Exasol as the single access layer to all types of data warehouse and data lakes.

- Single source of data, analytics, and insights
- Unify with virtual schemas and UDFs to avoid disrupting source systems
- Accelerate query performance
- Run ML models directly in the database
- Deploy Exasol on-premise or in the cloud



CUSTOMER STORY

# Piedmont Healthcare

## Reducing patient harm with Exasol

**11 hospitals**  
**2,000,000 patients**  
**22,000 database fields**  
**555,000,000,000 data points**

By placing Exasol at the beating heart of our analytics we have seen significant improvements, not only to the organization's bottom line, but to the satisfaction and safe delivery of our services to patients.

**Mark Jackson**

Head of Business Intelligence,  
Piedmont Healthcare

**Before Exasol**

**Poor scalability**  
With MS SQL Server

**26**  
Tableau users

**Risky delay**  
In time to insight

**After Exasol**

**50X**  
Faster query performance

**350+**  
Tableau users

**40%**  
Reduction in patient harm

**Exasol**

# Exasol SaaS

## Fully managed service for data and analytics

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- Cheap storage on any hyper scaler: AWS S3, Azure Blob, GCP storage
- Elastic scaling for on-demand compute, priced on consumption
- Self-service trial, onboarding, and expansion
- Foundation for future “X-as-a-Service” offerings

## Customers get Exasol performance with even more flexibility

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- Shorter sales cycles, fewer touchpoints needed
- Simpler, faster customer onboarding
- Elastic compute scales with computational (analytics and querying) needs
- Pricing flexibility: consumption or volume based
- Lower maintenance deployment choice to add to current mix of on-premises, private cloud, and hybrid options



# Faster

## The in-memory database built for analytics.

Speed matters. Rethink what's  
possible with the fastest database on  
the market.

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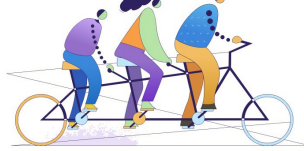
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# Leadership Team Values Commitment



**Extraordinary  
customer experiences**



**All for one,  
one for all**



**Every Voice  
Counts**



**Always  
learning**



**Bring it!**



**People First**

- Working hard to model the values as individual leaders and as a collective leadership team every day.
- Utilizing our values to help guide critical leadership team decisions.
- Identifying opportunities to recognize and celebrate our values when we see them done well.

# Thank You for Listening!

## Q&A