

You Have BI. Now What? Activate Your Data!

Nauto | Hightouch



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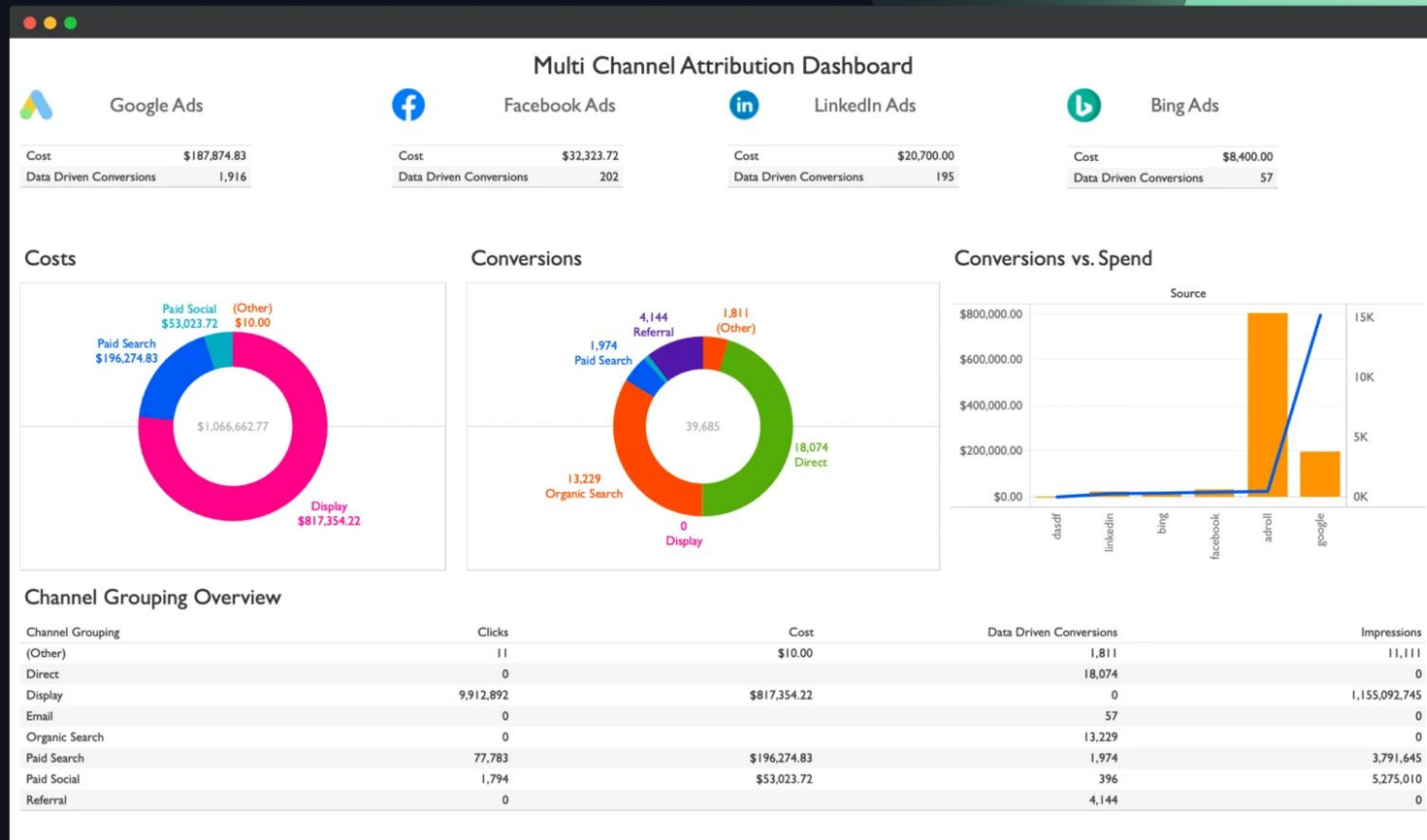
Congratulations for being here!

- You weren't deterred by a global pandemic.
- You have (or seriously considering getting) Databricks.
- You likely have data that's already cleaned and transformed.
- You're curious to learn how to extract more value from your data.

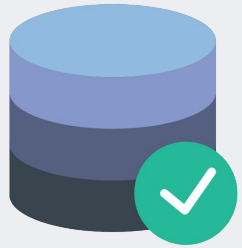




Let's Talk About BI & Analytics



Introducing Databricks



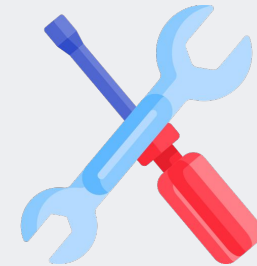
Speed



Cost

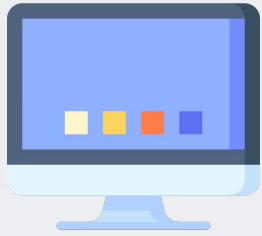


Ease

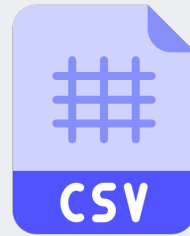


Tools

A Data Job Well Done



Refresh Weekly



Anyone, Anytime



Board Reports

Data teams
should not stop
at reporting



Data
Superhero



Generate Revenue

- Use data to drive business top-line rather than cut costs (example: powering personalized marketing campaigns)
- Be accountable for growth, not accuracy

Nando's Got more foot traffic into their stores with their Loyalty Program

Nearest_nandos	number_store_visits
Location 341	More than 10
Location 321	5
Location 123	3

AI **Congrats! You are now a Gold Nandos customer** Just now

Hi **Jim**,
Here's a coupon for your next visit!
Only 12 more visits until you reach Platinum status.

→ Store visits

⚡ Power Live Operations

- Go beyond just answering questions: use data to drive automated workflows
- Example: automatically **send a Slack message** to customers to move a deal forward or to internal stakeholders about key customer events



Deal Success Bot APP 8:59 AM

Huzzah! Erik saved Vendr \$15,000 (25%) on a renewal

[Deal Link](#)



Vendr Intake Reminders APP 4:39 PM

[@here](#) Hey team! We have some renewals approaching and would love to get the intake forms submitted so that we can kick these off. Please let us know if any stakeholders need to be adjusted or if you intend to cancel/replace any of these tools.

Please complete:

- [Looker](#) - 2021-12-30 - Schylar Brock
- [Snowflake](#) - 2022-01-30 - Dean Abate, Leo Folsom

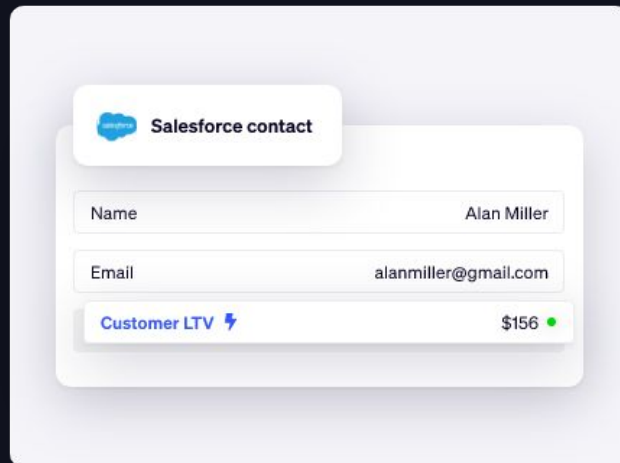
** Vendr will support you in the background if this is submitted with less than 15 business days of lead time. In these instances we will provide insights and data, but will not be supplier facing or be able to facilitate through approvals.*

** Vendr assists with deals over \$5K TCV. For purchases < \$5K, you'll be responsible for executing. Please send us a copy of the final contract so we can store it in Vendr and track towards the next renewal.*

Please reach out to Erik Edelman if you have any questions on this process and how to facilitate forward.

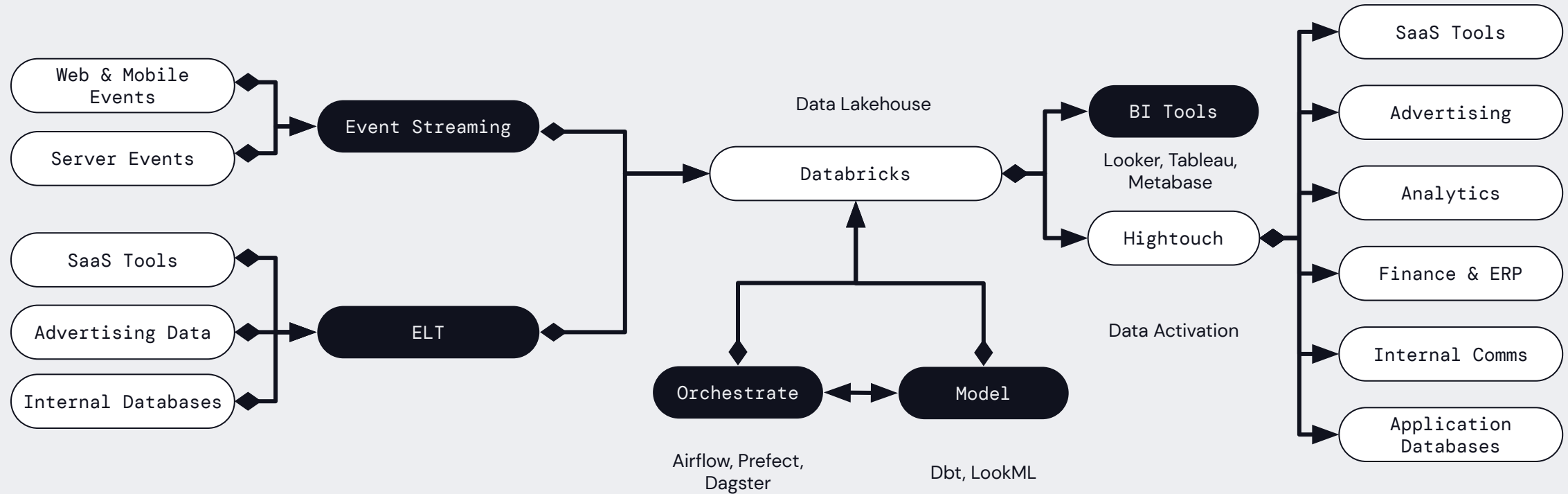
✨ Empower front-line decisions

- BI is good for strategic, long-term decision making
- But your front-line, customer facing team members needs data in their business tools to drive day-to-day decisions, like how to respond to or upsell a customer. Think Salesforce, not a BI tool.



What is Data Activation?

Modern Data Stack



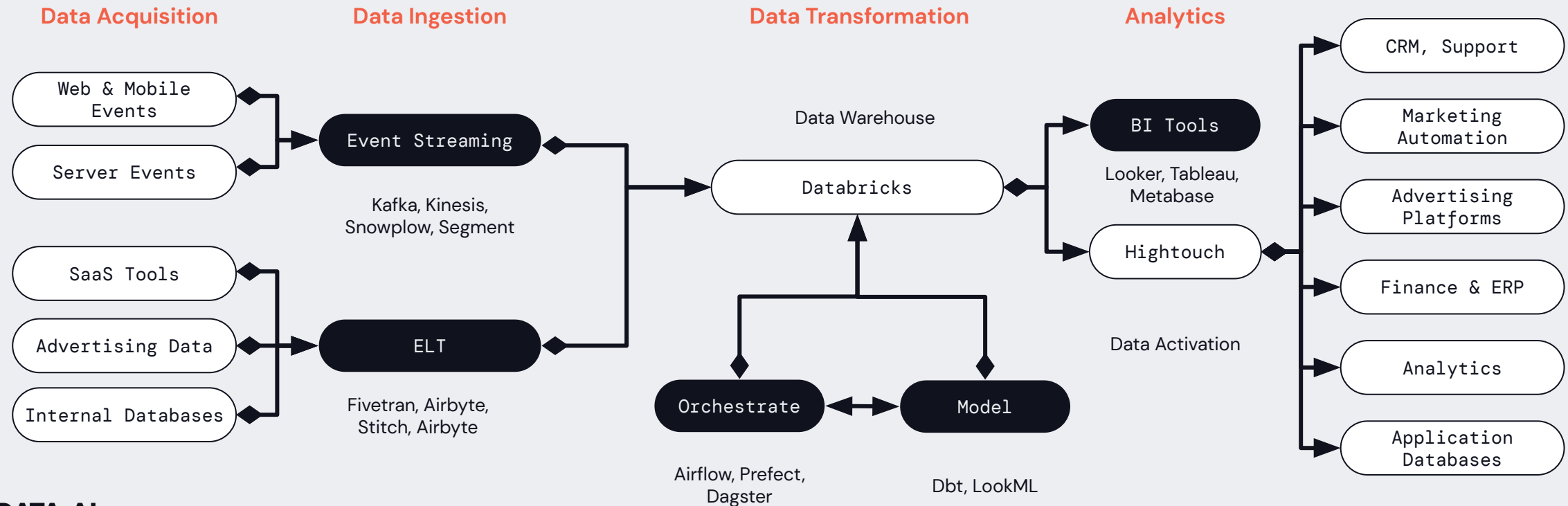
Data Acquisition | Data Integration | Data Transformation | Activation

2021 Estimate:
Average Company
Uses 100+ SaaS
Tools

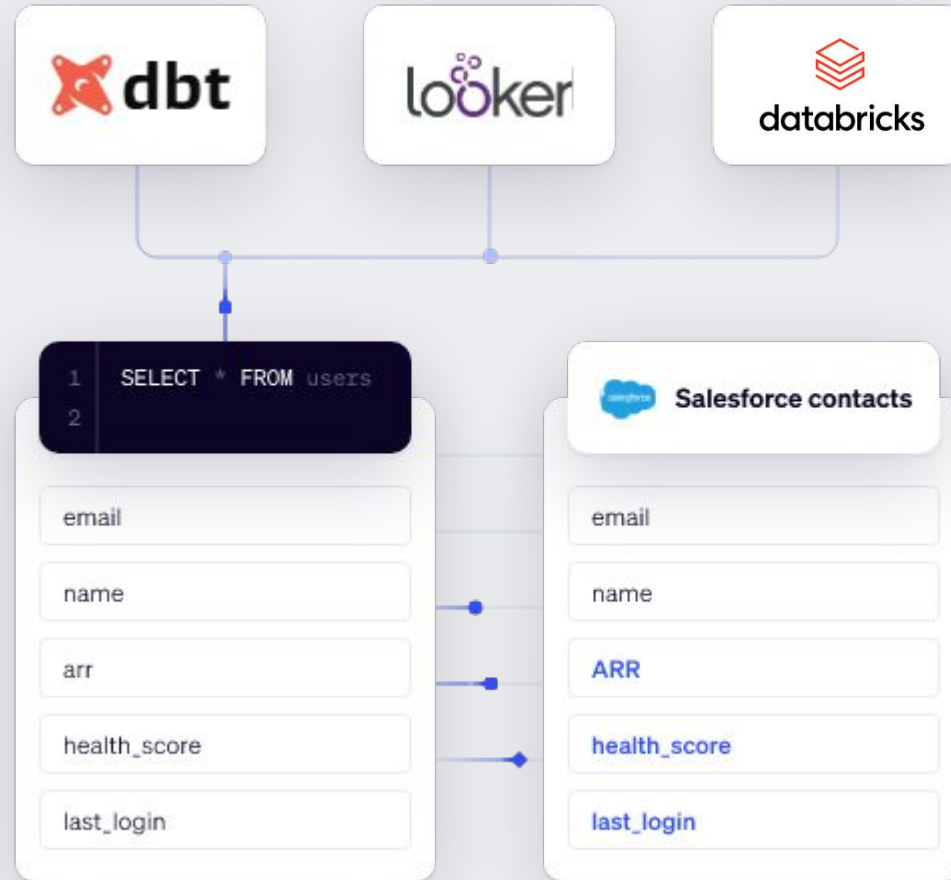


Data Activation

Treat your warehouse as the single source of truth for all data.
Sync that data directly to the business tools used by
Marketing, Sales, Customer Success, Finance teams and more.



Enter Reverse ETL



DATA+AI
SUMMIT 2022

Nauto

ORGANIZED BY  databricks



Dr. Ernie Prabhakar
Business Data Lead, Nauto

Quest for Enterprise Cohesion





Challenges and 😊 Opportunities



The Old World: Narrow Bridges



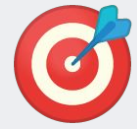
The New World: Own The Lake



Data as Reconciliation

The screenshot shows the nauto data platform interface. At the top, there's a navigation bar with the nauto logo, a file path 's3:// biz-databricks-root-pr...', a user indicator '25+', a search bar, and various utility icons. Below the navigation bar, the main content area is titled 'rnr_serial_report'. It includes a sub-header 'rnr_serial_report' and a file path '/dbfs/FileStore/quilt/sangam/user_3g_rnr/rnr_serial_report.parquet'. A filter dropdown is set to 'Select Energy Services'. The main part of the interface is a data grid with columns: customer_name, serial, sku, deploy_date, last_day, so, rma, and rma_locatio. A list of columns is visible on the left side of the grid. The bottom right corner of the grid shows '848 ← 64,559 rows'.

customer_name	serial	sku	deploy_date	last_day	so	rma	rma_locatio
Select Energy Services	N30HAV494900124	AVG-ISN-204001-NAA-064	3/29/2021, 6:03:00 AM	6/21/2022, 5:00:00 PM	SO-23253	-	-
Select Energy Services	N30HPV1B29044D7	ISN-204048-INAA-064	9/30/2021, 6:05:00 AM	6/21/2022, 5:00:00 PM	SO-28725	-	-
Select Energy Services	GVC1K00689000	AVG-ISN-202010-NA	10/21/2019, 12:36:00 AM	4/24/2022, 5:00:00 PM	SO-5686	-	-
Select Energy Services	GVN4H00589000	N2-NAZ01-WRU	5/20/2021, 4:03:00 AM	6/7/2022, 5:00:00 PM	SO-24562	-	-
Select Energy Services	N30HAV494703C20	AVG-ISN-204001-NAA-064	3/29/2021, 6:03:00 AM	5/20/2022, 5:00:00 PM	SO-23253	-	-
Select Energy Services	N30HAV59490488M	AVG-ISN-204001-NAA-064_B	6/22/2021, 2:03:00 AM	2/22/2022, 4:00:00 PM	SO-25990	-	-
Select Energy Services	N30HPV1B3805A6F	ISN-204048-INAA-064	10/15/2021, 2:05:00 AM	3/30/2022, 5:00:00 PM	SO-29642	-	-
Select Energy Services	GVX7K00349000	AVG-ISN-202010-NA	8/11/2020, 10:02:00 AM	-	SO-14124	RMA-5758	103 Nauto F
Select Energy Services	N30HAV494701FA2	AVG-ISN-204001-NAA-064	1/15/2021, 4:03:00 AM	6/20/2022, 5:00:00 PM	SO-19985	RMA-7035	102 DCL Rei
Select Energy Services	N30HAV494800DBD	AVG-ISN-204001-NAA-064	2/3/2021, 12:17:00 AM	3/8/2022, 4:00:00 PM	SO-21338	-	-
Select Energy Services	N30HAV49480486E	AVG-ISN-204001-NAA-064	3/29/2021, 8:04:00 AM	6/16/2022, 5:00:00 PM	SO-23254	-	-
Select Energy Services	N30HAV494902EAY	AVG-ISN-204001-NAA-064	1/15/2021, 4:03:00 AM	2/17/2022, 4:00:00 PM	SO-19985	RMA-7035	102 DCL Rei
Select Energy Services	GVC1K03361000	AVG-ISN-202010-NA	4/9/2019, 2:35:00 AM	3/28/2022, 5:00:00 PM	SO-3051	-	-
Select Energy Services	GVKJ01731000	AVG-ISN-202003-NA	10/20/2020, 12:02:00 AM	2/22/2022, 4:00:00 PM	SO-16184	RMA-7020	102 DCL Rei
Select Energy Services	GVKJ02127000	AVG-ISN-202003-NA	10/20/2020, 12:02:00 AM	5/22/2022, 5:00:00 PM	SO-16184	-	-
Select Energy Services	GVKJ02413000	AVG-ISN-202003-NA	11/12/2020, 4:01:00 AM	4/27/2022, 5:00:00 PM	SO-17571	-	-



Data Activating Humanity

Right
Data

Right
Place

Right
Time

Right
Person

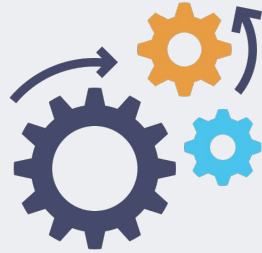
Right
Decision

The Human Value of Machine Learning



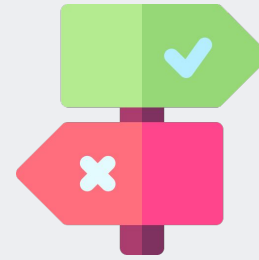
Customer Value

Progress worth paying for



Business Value

Seamless handoffs



Personal Value

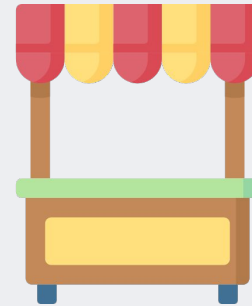
Know I make a difference

Learn More About Data Activation



Try Hightouch Today

First destination is free



Meet an Activation Expert

Stop by our booth

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Thank you

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