

About Cloudera

Cloudera is the only company on the planet that offers a true hybrid data platform with an identical experience for public and private cloud – with the data services, that manages the entire data lifecycle with one common security governance and management framework – at scale and with the best TCO in the industry.

- 2022 Gartner® Peer Insights Customers' Choice for Cloud Database Management Systems (Cloud DBMS)
- 2023 GigaOM Radar [Data Lakehouse]

Elevator Pitch & Value Proposition

We help customers capitalize on the value of all their data with a hybrid data platform that provides faster and easier management of enterprise analytics for data anywhere

What is Cloudera CDP?

Cloudera Data Platform (CDP) is a unified platform with portable, interoperable data analytics for the full data lifecycle and distributed data management running on public clouds, on premises, and at the edge.

Partner Revenue Opportunities

Cloudera has three revenue opportunities for partners: 1) Partners who sell to the data personas directly; 2) Partners who recommend/influence Cloudera's solutions; 3) Partners who deliver services (Migration, Cloud, Application Refactoring). A typical Cloudera partners earns 3x in services spend.

- Resell, co-sell, and services

Cloudera solutions focus on key personas who prioritize the value of data such as Chief Data Officer, Data Strategist/Scientist, Data Analyst. Our target partners are partners focused on Big Data & AI and traditional technology partners that sell to IT decision makers.

Additionally, we focus on partners who help organizations access, use, and create value from hybrid data due to its complexity in these key areas:

- Data Fabric
- Data Lakehouse
- Data Mesh

Conversation Starters with Partners

82% of enterprises report taking a hybrid cloud approach, with Cloudera, customers have an identical user experience for public and private cloud.

Do you have customers:

- Who have data both on-prem and in the cloud who need a unified view of their data?
- Who want to migrate workloads back on-prem because of costs and/or regulatory challenges?
- Whose cloud spend is out of control?
- Who want security, governance and lineage as they migrate data?
- Who would like to leverage a multi-cloud and on-prem strategy?

Contact Andrea.Lindsey@tdsynnex.com for more information.

Industry and Market Insights

- 9th largest database in the world which is 40-50% of the world's data under management.
- 100x more data under management than Snowflake
- Forbes 2000 customers
- Presence in 93 countries

Competitors

- Databricks
- Snowflake
- Teradata

Co Sell Opportunities

- IHV vendors like Intel, AMD, Nvidia, Cisco, HPE, Dell, IBM
- Cloud Alliances: AWS, Azure, GCP
- Informatica, Hitachi, Redhat

Use Cases

Bank of England

With Cloudera, Bank of England was able to significantly reduce the time it takes to process a dataset containing over 15 billion (and growing) derivative transactions. Speed of reporting has improved by more than 500x, from 2 days to under 5 minutes.

Bosch

With Cloudera, Bosch can improve predictive analytics, better analyze data patterns to find deviations from the normal behavior of their machines and deliver cost savings for the business.

GlaxoSmithKline

With Cloudera, GSK will achieve greater efficiency and new insights across its many R&D processes, executives expect to ultimately move the needle in terms of time-to-market, bringing new drugs and vaccines to market more quickly and less expensively to help patients.

IRS

With Cloudera, the IRS was able to transform its volumes of data into actionable tools that better safeguard the American public, the agency's constituents as well as its critical missions.