

Sales Pulse Research Update**April 24, 2020****Crises impact on BI/Analytics/Big Data (SPLK, AYX, MDB, DDOG, ESTC, TLND, CLDR)****Key Takeaways:**

- Input from Global and Regional Systems integrators (12) report that pipelines for new business in this segment are down 80-95%.
- License and subscription audits are being requested by CXOs to cut IT costs and "repatriate" capital.
- Some vendors are seeing an increase in subscription revenue as a result of WFH (SPLK, DDOG, DT).
- Despite near term delays, some Proof of Concept testing continues and integrators see a fast ramp of projects as the economy returns late in 2020 and into 2021.

Summary of impact on vendors:

- Short term boost - SPLK, DDOG, DT
- Pause in new business in Q2/3 - all covered vendors - SPLK, AYX, MDB, DDOG, ESTC, TLND, CLDR
- After crises - all vendors in this report are positioned well for rebound; first to benefit - AYX, MDB, DDOG, SPLK

Trends: (this content reserved for subscribers)**Vendors:****Alteryx (AYX):**

- According to SI contacts, production roll outs in Q1 were mostly completed, but end users have paused Q2 and Q3 projects until further notice. .. (this content reserved for subscribers)

MongoDB (MDB)

- Because of their freemium model, new projects and downloads for MongoDM continue as some customers test new use cases themselves... (this content reserved for subscribers)

Talend (TLND)

- Highlights this reporting period include the addition of Databricks and Delta Lake integration for.. (this content reserved for subscribers)

Splunk (SPLK)

- SPLK has benefitted in the Security Analytics space during the pandemic as more edge... (this content reserved for subscribers)

Cloudera (CLDR)

- Cloudera's Data Platform was in many PoCs in large enterprise accounts in Q1. These PoCs... (this content reserved for subscribers)

Elastic (ESTC)

- According to our reseller channel, Elastic was seeing consistent downloads of the open source version of Elastic Search... (this content reserved for subscribers)

Datadog (DDOG)

- DDOG has seen a boost in late Q1, into Q2, as their monitoring platform has become a critical tool... (this content reserved for subscribers)

As always, we are happy to discuss in more detail.



Our Research Approach

Sales Pulse Research LLC offers primary research coverage through hands-on research and analysis of technology trends, market dynamics and changing customer needs and priorities. Sales Pulse Research analysts have extensive experience working in the technology field and have provided targeted research to the financial industry since 2005.

Sales Pulse Research uses surveys and ongoing dialogue with a wide range of field contacts to assess the current pulse of technology spending. We work to stay on top of high level trends, changing priorities and vendor strategies.

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