# datacoral.

# Data Infrastructure for Startups

*Datacoral offers a special program tuned to the needs of early-stage technologists who need to harness, integrate and tap the full value of their diverse, discrete data resources.*

## Be Wary of "Save Now, Pay Later" Strategies

Many cost-conscious startups use a combination of cloud services, open-source solutions and lot of ingenuity to build their data infrastructure. Popular approaches include an ingestion tool like *Talend*, a SQL transformation editor like *dbt*, a workflow manager like *Airflow*, and *Python* scripts to polish, publish and fill in the gaps.

These efforts often start by diverting engineers from their regular duties to make sense of the diverse data resources that have taken root in the enterprise. This "save on software" approach may look like a money-saver at first, but that custom-coded system quickly becomes a maintenance nightmare that handcuffs its authors.

Without committing full-time resources to managing, debugging and fixing data pipelines, they soon break, and data scientists and other data consumers are left high, dry and unproductive.

## Data Engineers or Data Doctors?

How much time do your data engineers spend building valuable SQL transformations inside the data directly, versus trying to heal pipeline infrastructure issues? If they are preoccupied with problems like backfilling data corruptions, unexpected schema changes, or manually writing workflow sequences, then they're really acting as data doctors—a massive misuse of time and talent.

## Data Pipelines for Growing Startups

Datacoral creates data infrastructure solutions for modern growth organizations. We integrate data from internal and cloud-based systems with diverse architectures and repositories—so you don't have to.

By solving your data infrastructure challenges, Datacoral enables you to:

- Reduce broken-data incidents and severities

- Improve data availability and value dramatically

- Auto-scale Redshift for high concurrency, long query queues and cluster upgrades

- Refresh data 20 times faster

- Move data scientists from spending 20% of their time creating value from data to 80%

- Improve data-team effectiveness tenfold

- Use all available data to better understand product/market fit, customer experiences, cash burn and operations

- Ask better and deeper questions without expanding data-maintenance teams

- Utilize data to drive product innovation and revenues more effectively

*You made the right decision to use external services to run your business. Why divert priceless engineering resources to integrate them?*

# Datacoral Solutions for Startups

Startups like Greenhouse, Jyve, Front, Cheetah, Swing Education, mPharma and Mealpal
use Datacoral's data infrastructure as a service within their own AWS environments.
Here's a sample of some recent Datacoral Infrastructure-as-a-Service solutions.

| Business Solution | Department | Data Sources |
| --- | --- | --- |
| GAAP Reporting | Finance | Netsuite |
| Data Product Delivery Metrics | Product Management and Engineering | PostgreSQL, Zendesk, Github, Jira, Netsuite |
| Sales Operations | Sales | Salesforce, Outreach, Hubspot |
| A/B Testing | Marketing | LaunchDarkly, Google Analytics, Fullstory |
| Customer Usage and Satisfaction Indicators | Customer Success and Support | PostgreSQL, Delighted, Zendesk |
| Churn Candidate Analysis | Marketing | Zendesk, Netsuite, Google Analytics, Survey Monkey |
| Redshift Optimization | Information Systems | S3, Redshift, Datacoral |
| Data Lineage and GDPR/CCPA Compliance | Data Security | Directed Acylic Graph analysis, logs |

## MINI OFFER

Up to 3 collect, organize or harness slices
Up to 2 million rows ingested per month

### 3-2-2

~~$2,500~~
$2,000 per month*

A 20% discount for 2 years
First year paid in advance

## MIGHTY OFFER

Up to 10 collect, organize or harness slices
Up to 10 million rows ingested per month

### 10-10-3

~~$5,000~~
$3,000 per month*

A 40% discount for 3 years
First year paid in advance

Datacoral offers an AWS-native, data infrastructure that connects to over 75 systems, collects, organizes and orchestrates data pipelines, and publishes to analytic and operational systems. It is born from the people who grew Yahoo!, Facebook, Groupon, AWS Redshift, and Splunk from terabytes to petabytes. Datacoral's customers include a new generation of AI-powered startups including Greenhouse, Front, Cheetah and Jyve who are investing their savings from data infrastructure into their data science activities. Based in San Francisco and an AWS Advanced Technology Partner, Datacoral is a Series A startup backed by Social Capital and Madrona Venture Group.

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To get started visit
**www.datacoral.com/startups**

* Other terms apply. Contact us for details.