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Paxata Named a Cool Vendor In Gartner's Cool Vendors for Data Integration and Data Quality, 2014 Report

*Adaptive Data Preparation™ sets standard for evolving toolset for business analysts,
delivering self-service data integration, transformation, quality, enrichment and governance*

Redwood City, CA – May 14, 2014 – Paxata, pioneers of the first [Adaptive Data Preparation™](#) platform that rapidly connects, explores, transforms and combines data, today announced that it has been recognized by Gartner as one of three Cool Vendors in Data Integration and Data Quality. Each year, Gartner publishes a series of research reports in key technology areas that highlight interesting, new and innovative vendors, products and services. Paxata delivers a cloud-based, self-service environment for data integration, transformation, quality, enrichment and governance, purpose-built for business analysts. For the full report, click [here](#).

"We're honored to be recognized as a Cool Vendor by Gartner," said Prakash Nanduri, Co-Founder and CEO of Paxata. "From our earliest days as a company, we have focused on transforming the lives of business analysts with a self-service, business-*and*-IT friendly solution that reduces the time and friction it takes to get varied data sets ready for ANY analytics exercise, be it an ad-hoc exercise in a tool like Tableau, a packaged analytical application such as Anaplan, or a custom predictive analytics model."

Before Paxata, 60 percent or more of a business analyst's time in any analytic exercise was wasted on manual and mundane data preparation. Business Intelligence teams lacked a collaborative solution that allowed them to rapidly explore, clean, enrich, harmonize and combine data, while also giving IT the necessary capability to provision data and track how the data gets prepared and by whom, avoiding the legacy spreadsheets that have created data compliance issues for years.

The Paxata vision is driven by extensive market validation that the next generation enterprise analytics architecture requires a completely new unified data preparation platform: one that is built from the ground-up to supersede the purely relational model by representing the full spectrum between structured and unstructured data types so users can automatically detect, clean, combine and enrich multiple data types in real-time leveraging semantic learning algorithms. In addition, security, data lineage, and granular usage tracking are fundamental services built-in to enable true collaboration with governance. Finally, this platform must be a cloud native architecture that can elastically scale with variable enterprise workloads, offering a high degree of flexibility and much lower cost of ownership than traditional alternatives.



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“As the pioneers of the Adaptive Data Preparation category, everyone at Paxata is relentless about delivering this next-generation platform. Data preparation – built from the ground up for business – cannot be an afterthought, nor can it be achieved by retrofitting legacy platforms,” said Nanduri. “We are thrilled that Gartner has recognized our efforts to date, in the first year of commercial availability of our solution. On behalf of the entire Paxata team, I thank all our customers and partners for their invaluable support in making this a reality.”

Featuring sophisticated algorithms and a highly interactive, business-friendly user experience, Paxata delivers pre-built data preparation services powered by IntelliFusion™, automated by proprietary machine learning, semantic indexing, statistical pattern recognition and other text analytics techniques. The elastic, in-memory data preparation engine is completely model-free and operates over a large variety and volumes of structured and unstructured data in real-time, enabled by a vector query processor with columnar data storage. Paxata is setting the new standard for data preparation that lets users adapt and enrich data sets on the fly, give peers visibility and collaboration controls as needed, and lets everyone, including IT, retain historical context of how data is shaped and prepared over time.

For the full report, visit paxata.com/gartner-cool-vendor. This report follows a number of recent accomplishments for the company, including its recognition as [Red Herring’s Top 100 North America](#) finalist, [Best Business Analytics Startup by the GigaOm Structure Data Conference](#), as well as being named one of the [Bay Area’s Best Places to Work by the San Francisco Business Times](#).

For a demo or a free PaxFormation: call 1-855-972-9282 or visit <http://www.paxata.com>
Pax Personal annual licenses are \$3500 per analyst – under \$300 a month. For additional pricing details, visit: <http://www.paxata.com/pricing>

About Gartner's Cool Vendor Selection Process:

Gartner, Inc., Cool Vendors in Data Integration and Data Quality, 2014, Authors Eric Thoo, Ted Friedman, Saul Judah, Rita L. Sallam, and Roxane Edjlali, Published: April 2014. Gartner does not endorse any vendor, product, or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.



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About Paxata

Paxata is the first Adaptive Data Preparation™ platform built for the business analyst. Now everyone has the ability to rapidly turn all raw data into ready data for analytics—in minutes, not months – accelerating the time to right insights and action.

Our customers, Pax Pros, now have the freedom to prepare data on their own or work with peers in a shared, transparent environment as they shape data for analytics. Paxata’s seamless connection with BI tools like Tableau, Qlik and Excel gives business people total flexibility to use the visualization and discovery solutions they prefer to use. Paxata is a cloud-based, self-service solution powered by breakthrough technologies including semantic algorithms, distributed computing techniques and a highly interactive visual experience.

Paxata dramatically reduces the most painful and manual steps of any analytic exercise, empowering analysts at market-leading companies like Dannon, Box and UBS to drive greater value for the business. In partnership with Cloudera, Tableau and Qlik, Paxata unlocks even greater potential from Big Data and [Business Intelligence](#) investments. Founded in January 2012, Paxata is headquartered in Redwood City, California. Visit <http://www.paxata.com>, follow [@Paxata News](#), connect on <linkedin.com/company/paxata>, follow us at <http://www.facebook.com/paxata> and watch us on <http://www.Youtube.com/PaxataTV>.

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