**Paxata**

**Big Data & Analytics**
Adaptive Information Platform

**Founded**
2012

**HQ**
Redwood City, CA

**Leadership Team**
Prakash Nanduri,
Co-Founder & CEO

Dave Brewster,
Co-Founder & CTO

Nenshad Bardoliwalla,
Co-Founder & CPO

Chris Maddox,
Co-Founder, & VP BD

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# Paxata

## Self-Service Data Preparation Platform Rapidly Accelerates Growth.

Redwood City-based Paxata is tackling one of the biggest challenge enterprises face: getting data ready for analytics and decision making. Paxata's Adaptive Information Platform organizes and synthesizes multi-structured data from diverse sources and gives business analysts an intuitive and visual self-service data preparation application to gather, prepare, and publish insights with complete governance and security. Paxata Co-Founder and CEO Prakash Nanduri, a serial entrepreneur who previously founded and led Velosel Corporation through its acquisition by TIBCO before joining SAP as Head of Product and Technology Strategy, knows quite well the challenges of enterprise startups looking to grow and engage top global customers and partners.

"It goes without saying that you can expand a company with the financial backing of major institutional investors up and down Sand Hill Road – but I thought, 'What are our needs? How will we grow?'," says Nanduri. "I realized for Paxata to succeed, we would need not just capital but access to sales channels, credibility, technology innovation, and to be a part of an ecosystem." M12, which became an investor in late 2016, has gladly helped address these needs by enabling Paxata to successfully engage with Microsoft ever since.

### Seasoned Investors.

Nanduri knew Paxata was well suited to Microsoft's overall strategy for Cloud Infrastructure, Business Intelligence, and Big Data. After he saw major customers move to Azure, Nanduri met with Joseph Sirosh, Microsoft CVP of AI & Research to learn more about why. This led to further conversations with the M12 team, whose leadership Nanduri knew before the fund started.

"The fund was new at the time, but the team was not new to venturing. They came together not as a corporate fund trying to figure out trends but as seasoned investors with a strong point of view, giving Microsoft the ability to really impact the direction of new technology. They weren't just after a multiple but out to work with us to serve greater goals."

### Fit to Product.

Post investment, Paxata launched full support of Azure and has greatly expanded upon

its capabilities by partnering with Microsoft to improve their joint offering to customers. Not only can business consumers now create data pipelines on Azure orchestrated by Azure Data Factory, but they can also deploy Paxata natively from inside the HDInsight portal, and easily import data and export cleansed answer sets using Azure Blob Storage to mount their data libraries. Paxata also fully supports the Cortana Intelligence Suite and empowers Power BI users to rapidly cleanse and consume data on Azure Data Lake Store and in other storage systems.

"Thanks to the access we have to Microsoft Product Teams, we understand where they're going, their priorities, and how to best align our roadmap and better serve our customers," says Nanduri. "We strongly believe that Paxata and HDInsight Spark and Azure Data Lake Store together are a gamechanger for our joint customers. We can now bring ADLS and Spark workloads to the analyst and Excel community, not just engineers and data scientists. We're super excited to work more closely with Microsoft and create more joint offerings."

> "M12 makes us feel like first class citizens. They've been incredibly flexible, agile, and hugely positive while opening doors and accelerating our growth," says Nanduri.  "It's really refreshing to see a venture team that works with the velocity of a startup."
>
> -Prakash Nanduri

## Fit to Market.

Nanduri was glad to find stronger fit to market as well, and credits M12 with putting Paxata in a new category of trusted partners who can access the Microsoft global salesforce and for providing expert guidance on when and how to engage key people across the organization. Joint marketing, events, and press releases have created dozens of valuable opportunities with millions in total potential contract value.

"From North America to Asia, our partnership has been a phenomenal experience", says Nanduri. In Japan, Paxata is working with Ashisuto, a Microsoft partner, to create a Japanese version of Paxata for the HDInsight Marketplace. In Singapore, Paxata and Microsoft already closed a major account and have many more in the pipeline. Paxata was also a featured in a "speed dating event" involving multinational Microsoft customers as part of the M12 Corporate Access Program, holding conversations with key decision-makers that resulted in several leads.

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## Fast Facts – Paxata

☐  Product team partnerships enable an extended customer offering through comprehensive support and integration with Azure, Cortana Intelligence Suite, and Power BI

☐  Opportunities to create tremendous contract value and secure new accounts, resulting from relationships with the Microsoft global salesforce, partner network, and marketing

☐  Access to curated events with multinational customers and key decision makers

At M12, we are building tomorrow's future by giving entrepreneurs unparalleled access to Microsoft's ecosystem, guided by the experience of trusted partners who move at the pace of innovation. We invest in early-stage B2B companies, with a specific interest in those with their heads in the cloud and on the edge.

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**M12**