GRAPH+AI SUMMIT

organized by **TigerGraph**

Exploring the Benefits of Becoming a **TigerGraph Partner**

April 21, 2021

About Us

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TigerGraph

Executive Summary

- Graph analytics is a sea change for data-driven organizations

- The graph analytics marketplace is growing at 100% YoY

- TigerGraph is a leader in graph analytics

- TigerGraph is solving important data challenges in AI / ML

- TigerGraph is a software company, not a services one

TigerGraph is Transforming Data and Analytics

Connect Datasets and Pipelines

Friction-free scale out from GB to TB to PB with lowest cost of ownership

UNITEDHEALTH GROUP®

Customer 360 connecting 200+ datasets and pipelines

Fortune 50 Retailer

Item 360 for eCommerce across 100+ datasets

xandr **AT&T**

Identity graph connecting 50+ data pipelines

Distributed Graph Database

TigerGraph

Advanced Analytics

Amplified Machine Learning

Analyze Connected Data

10-100x faster than current solutions

JAGUAR **LAND ROVER**

Supply chain planning: 3 weeks to 45 minutes

China Mobile International

Fraud Detection: batch to real-time for 300M calls/day

Learn from Connected Data

Continuous graph-based feature generation & training

INTUIT

AI-based Customer 360 for entity resolution, recommendation engine, fraud detection

Recognition by Analysts and Media

2020
Forrester
Wave Leader

2018-2021
insideBIGDATA
Impact 50 List

2020
DBTA
100 Companies That Matter Most in Data

2020
Solutions Review
7 Best Graph Databases

2020
Gartner
"Cool Vendor" in Data Management

2020
Data Breakthrough
Best Graph DB of the Year

2019
TechTarget
Up-and-coming BI Vendors

2019
DBTA
100 Companies That Matter Most in Data

2019
SD Times
'Best in Show'

2019
DBTA
Trend-Setting Product

2018
Strata
Most Disruptive Startup

2018
DBTA
22 Startups to Watch

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By 2025, **graph technologies will be used in 80% of data and analytics innovations**, up from 10% in 2021, facilitating rapid decision making across the enterprise.

Gartner.

Source: *Gartner, Top Trends in Data and Analytics for 2021, 16 February 2021*

TigerGraph is a Leader

Perfect scores were awarded for:

- API/extensibility
- Data loading/ingestion
- Transactions
- Queries/search
- Scalability
- Performance
- Workloads

TigerGraph also received the highest possible score in the community criterion in the "strategy" category and in the global presence criterion in the "market presence" category.
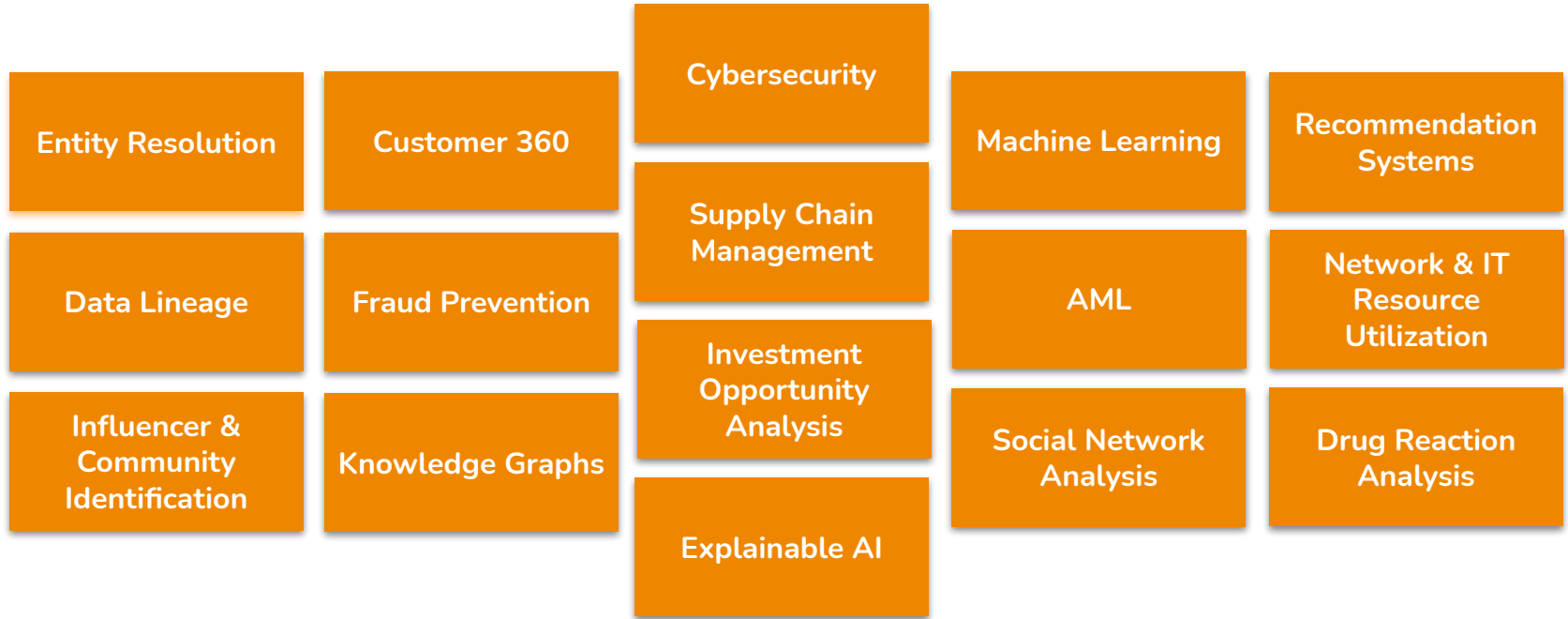
FORRESTER®

WAVE LEADER 2020

Graph Data Platforms

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TigerGraph Adds Value in Many Use Cases

Entity Resolution

Customer 360

Cybersecurity

Machine Learning

Recommendation Systems

Data Lineage

Fraud Prevention

Supply Chain Management

AML

Network & IT Resource Utilization

Influencer & Community Identification

Knowledge Graphs

Investment Opportunity Analysis

Social Network Analysis

Drug Reaction Analysis

Explainable AI

How Customers Use TigerGraph

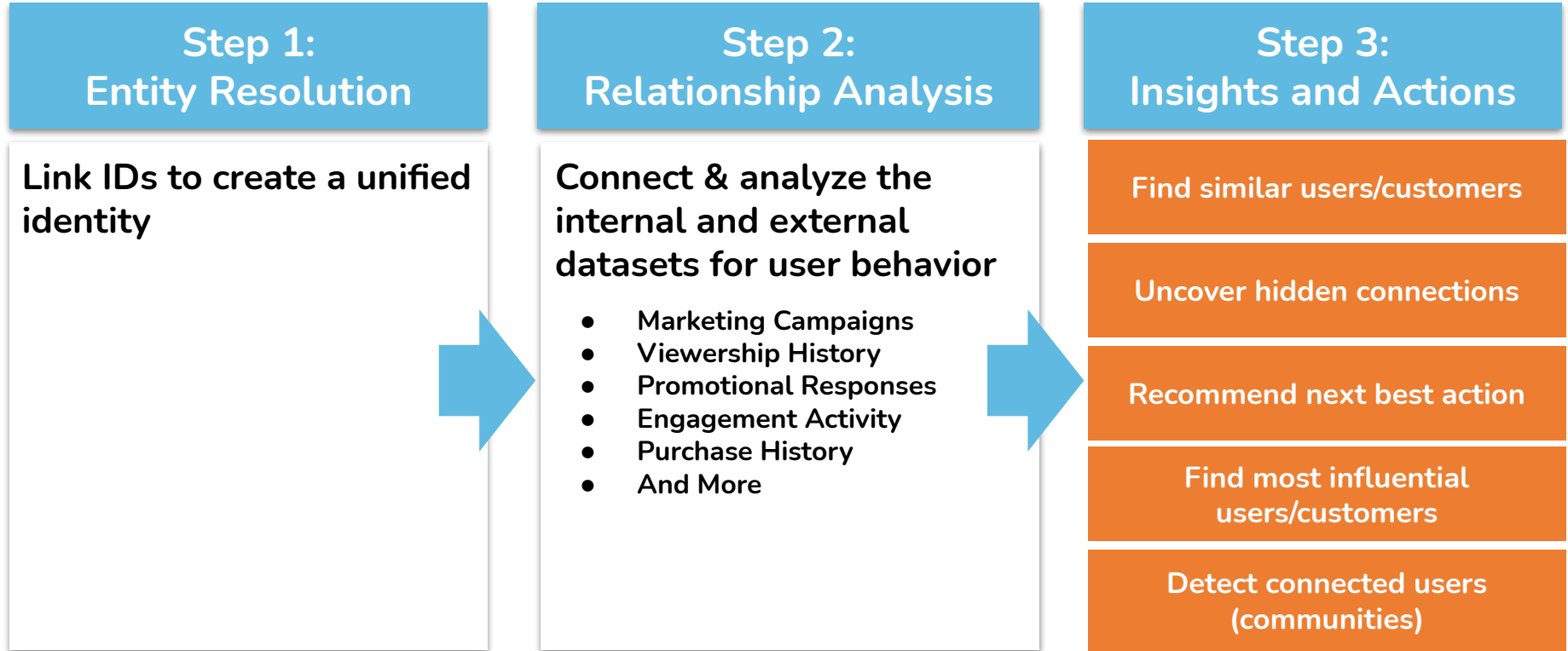| Find similar users/customers	Who are the patients that are going through a particular type of journey that results in an adverse health outcome?
Uncover hidden connections	Is the new credit card applicant or transaction connected to known fraudsters?
Recommend next best action	Can I run a real-time credit score algorithm and recommend an offer based on the customer's credit profile & need?
Find most influential users/customers	Which users are driving higher usage or adoption of my product or service?
Detect connected users (communities)	What is average spend over time across a community of connected users (fin. services, airlines, healthcare, retail..)?

Example: Driving Business Value in 3 Steps

Step 1: Entity Resolution	Step 2: Relationship Analysis	Step 3: Insights and Actions

Link IDs to create a unified identity

Connect & analyze the internal and external datasets for user behavior

- Marketing Campaigns
- Viewership History
- Promotional Responses
- Engagement Activity
- Purchase History
- And More

Find similar users/customers

Uncover hidden connections

Recommend next best action

Find most influential users/customers

Detect connected users (communities)

Delivering Value with Your Current Stack
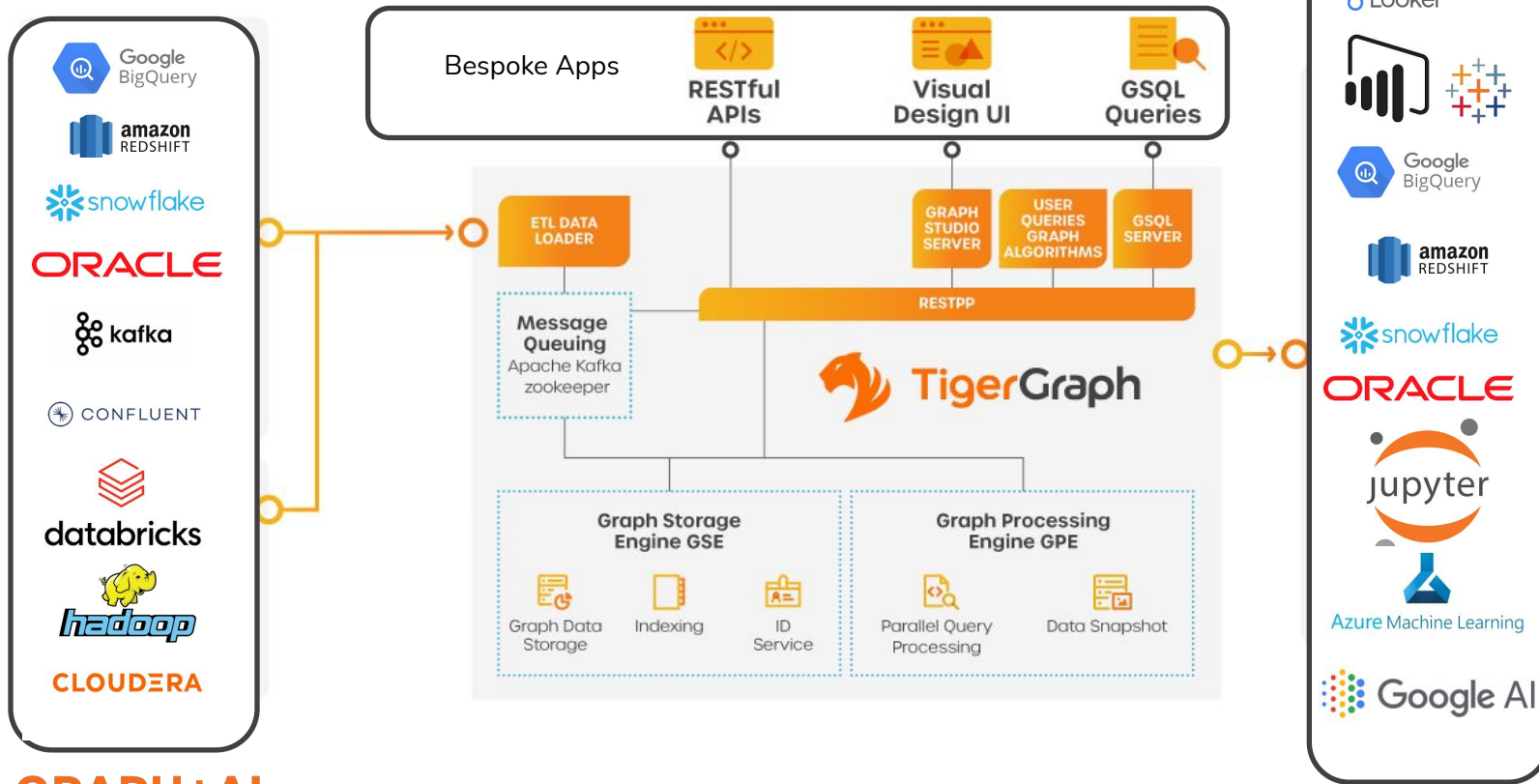
Services Opportunity for TigerGraph Partners

- TigerGraph solves $100 million+ business problems

- TigerGraph pilot projects run 20-90 days

- Full implementation projects run for 9 -12 additional months

- TigerGraph Service Partners' billable fees are around $1.5 million per year based on typical day rates

- Returns can be even higher if an outcome/value based business model

- We will be your fastest growing line-of-business in 12-24 months

TigerGraph Platform and Toolkit: Creating Solution Opportunities

Gartner: "Graph analysis is possibly the **single most effective competitive differentiator** for organizations pursuing data-driven operations and decisions after the design of data capture."
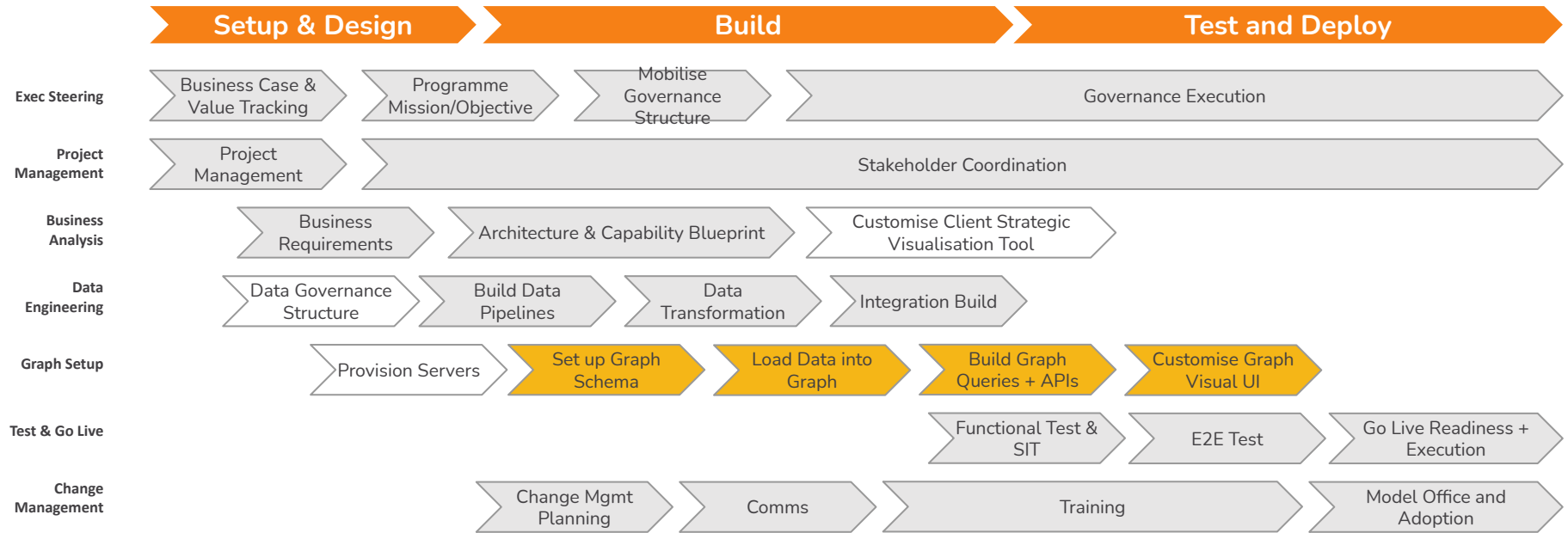
As an emerging technology, graph analytics represents a software, services, and solutions opportunity of unique scale, differentiation, and potential customer transformation.
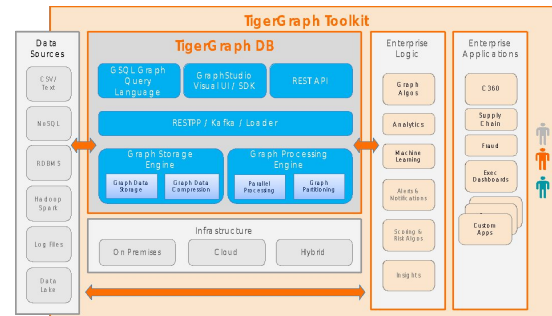
Solution Areas	Client Transformation Potential	Value Range
Sales Optimization	Customer 360 for Market Insights: Influencers, Black Swans, and the Golden Record	$1M to $5M
Fraud Prevention	Intercepting Fraud, Waste, and Abuse: Every Industry Can Do Better with Graph Analytics	$2M to $10M
Supply Chain Digital Twin	Insight Across All Phases of the Supply Chain: Coming Back Stronger and Faster	$2M to $10M

Services Offerings	Value Range
Strategic Advisory	$2M or more
Data Strategy	$500K to $4M
Data Science/ Data Pipeline Engineering	$500K to $2M
Backend Integration	$500K to $4M
Frontend Visualization	$250K to $500K
ML/AI Customization	$500K to $2M

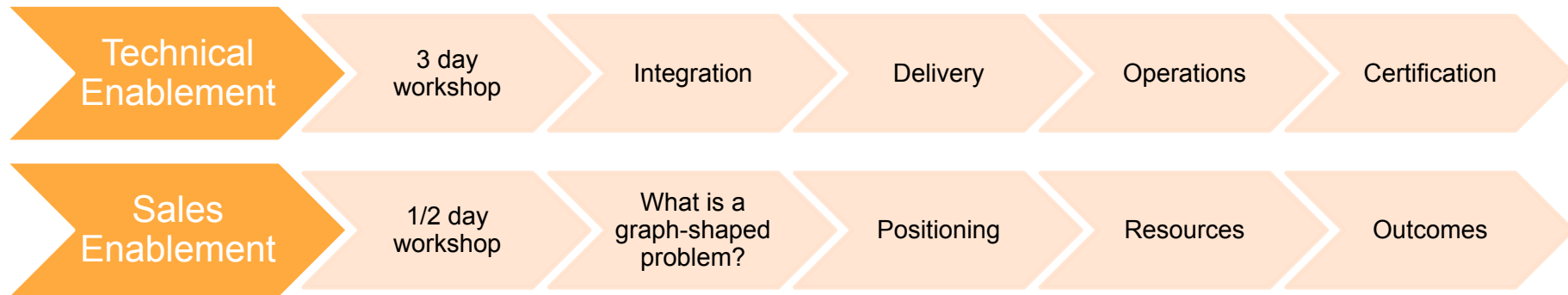# Services Value Proposition – Breaking Down Roles and Responsibilities

	TigerGraph
	SI
	Client

	Setup & Design			Build			Test and Deploy		
Exec Steering	Business Case & Value Tracking		Programme Mission/Objective		Mobilise Governance Structure		Governance Execution			
Project Management	Project Management		Stakeholder Coordination							
Business Analysis		Business Requirements		Architecture & Capability Blueprint			Customise Client Strategic Visualisation Tool			
Data Engineering		Data Governance Structure		Build Data Pipelines		Data Transformation		Integration Build		
Graph Setup			Provision Servers		Set up Graph Schema		Load Data into Graph		Build Graph Queries + APIs	Customise Graph Visual UI
Test & Go Live							Functional Test & SIT		E2E Test	Go Live Readiness + Execution
Change Management				Change Mgmt Planning		Comms		Training		Model Office and Adoption

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TigerGraph
Enablement Program

Our Enablement Program

Technical Enablement	3 day workshop	Integration	Delivery	Operations	Certification
Sales Enablement	1/2 day workshop	What is a graph-shaped problem?	Positioning	Resources	Outcomes

Our Enablement Program

| Technical Enablement | 3-day workshop | Integration | Delivery | Operations | Certification |

- Technical Enablement:

  - 3-day workshop

  - Dedicated specialism tracks – architect, data scientist, developer, visualization specialist

  - Full certification

  Link to other practices and technology skillset of partner re SQL, Kafka, Spark, Snowflake or PowerBI

Our Enablement Program

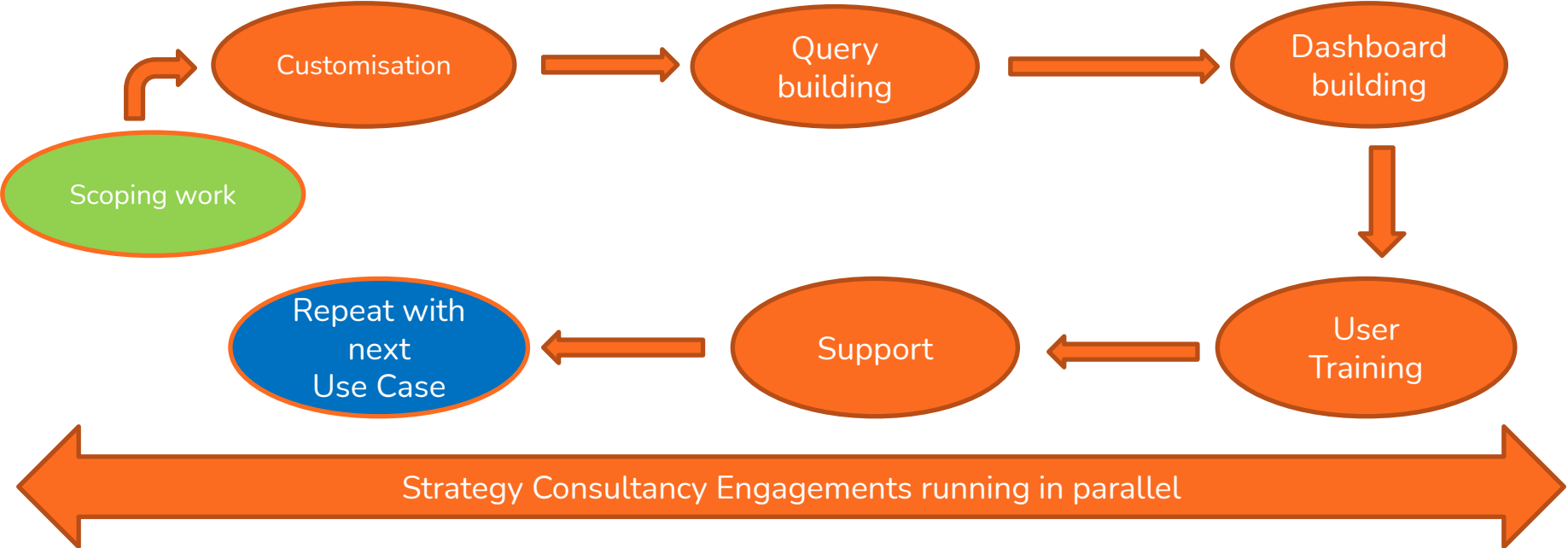| Sales Enablement	½-day workshop	What is a graph-shaped problem?	Positioning	Resources	Outcomes
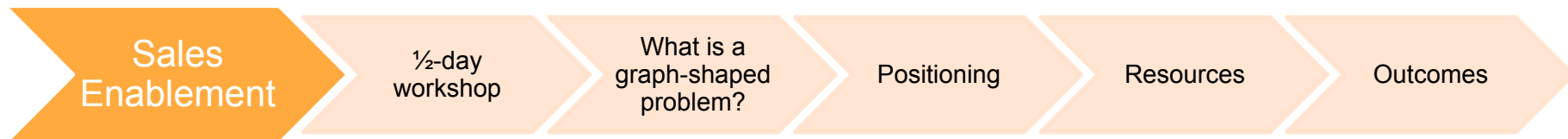
- Sales Enablement:

  - Half day workshop

  - Sales positioning

  - Sales engineer training

  - Use cases

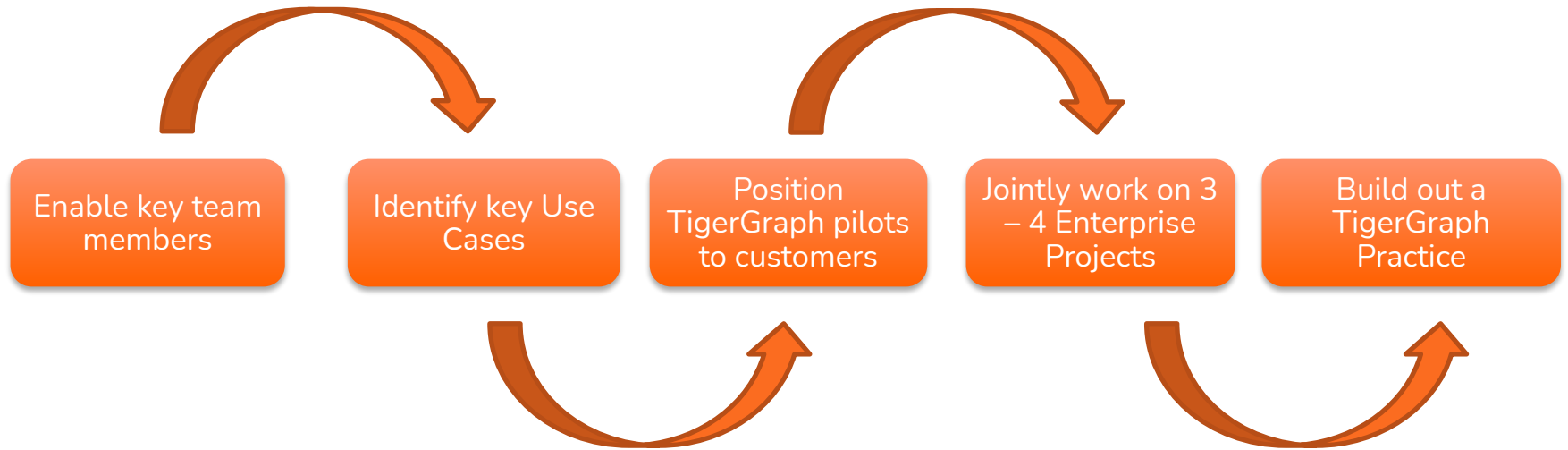 - Engagement

Our Enablement Program

- Additional sessions:
  - Marketing planning
  - Service delivery and project planning workshop
  - Commercial account mapping

Implementation Professional Services Engagements

9 – 12 month 5 – 10 resources engagement

Scoping work → Customisation → Query building → Dashboard building → User Training → Support → Repeat with next Use Case

Strategy Consultancy Engagements running in parallel

Where to Start and How to Grow

Enable key team members

Identify key Use Cases

Position TigerGraph pilots to customers

Jointly work on 3 – 4 Enterprise Projects

Build out a TigerGraph Practice

To Graph or Not to Graph? That Is *Not* the Question — **You Will Graph.**

Gartner®

Source: Gartner, Graph Steps Onto the Main Stage of Data and Analytics: A Gartner Trend Insight Report, 2020

Thank You

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Thank You