

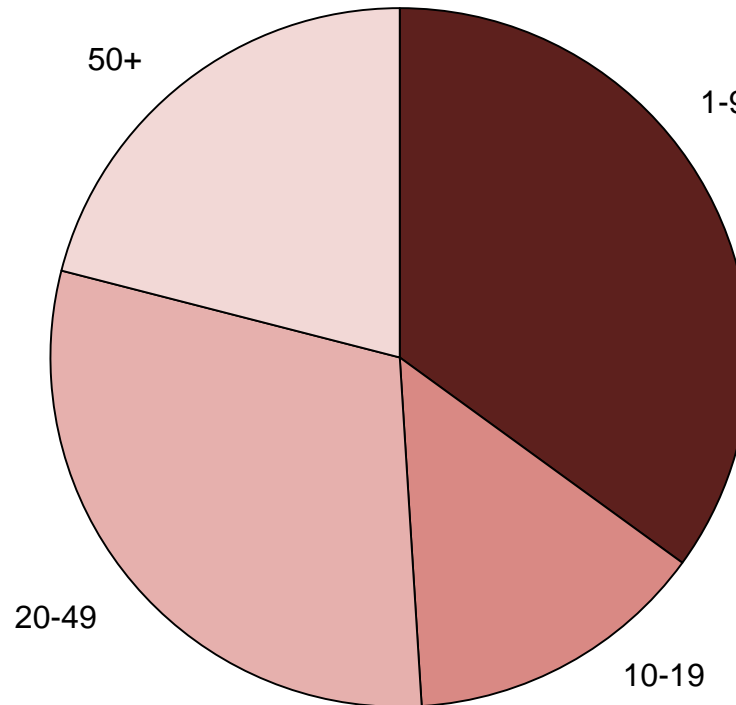


Wing Founder Survey: Cloud Data

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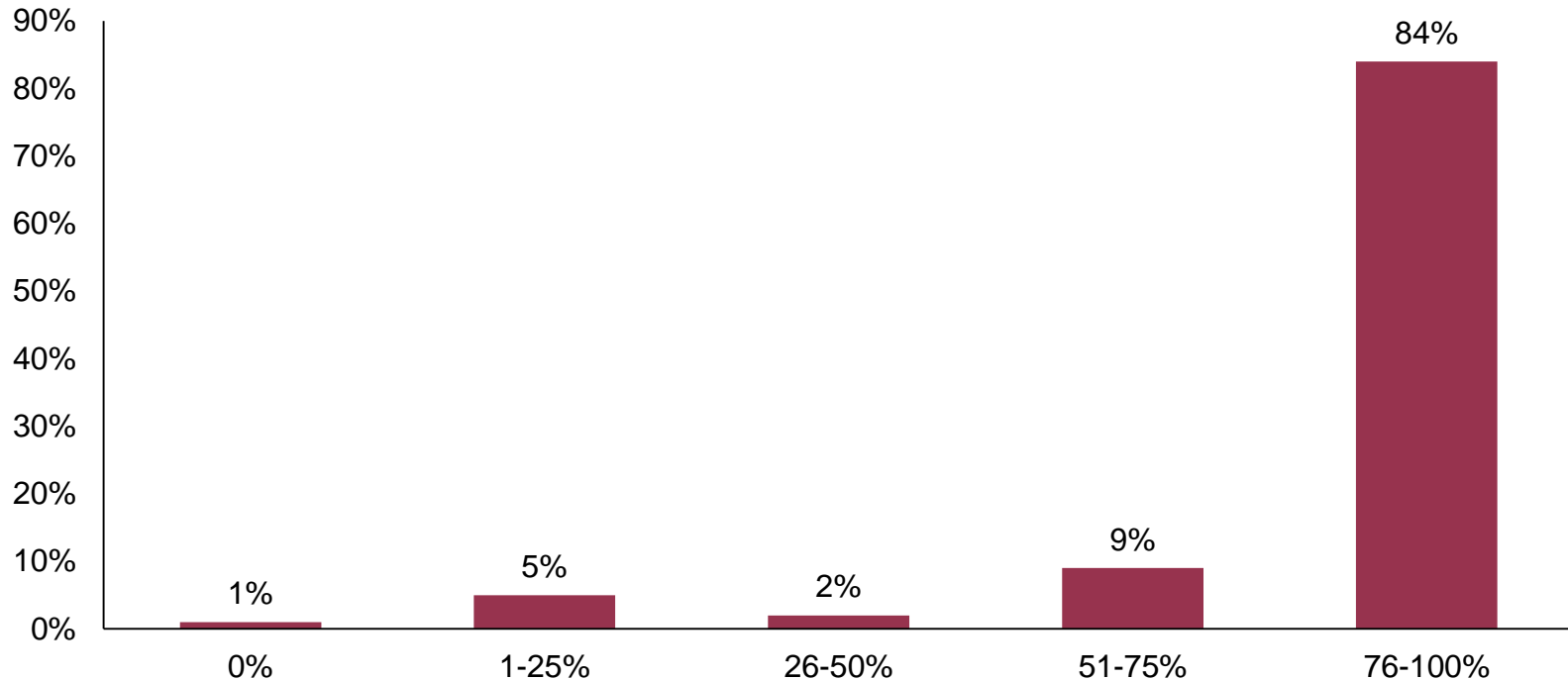
Wing conducted an exclusive survey of 153 startup CEOs and founders from 12/7 to 12/10 on cloud data

Survey Respondents by Number of Employees



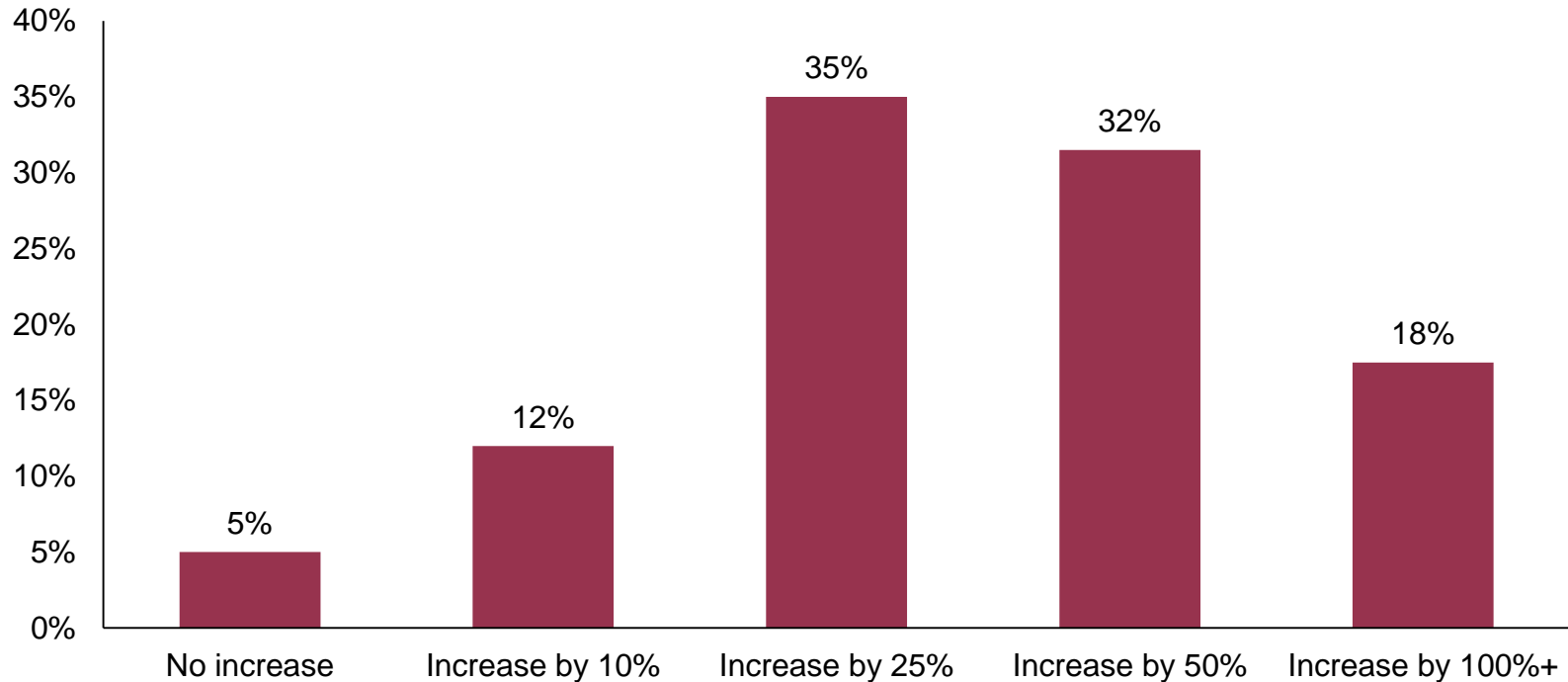
93% of respondents reported that the majority of their data is stored in the cloud

What percentage of your company's data is stored in the cloud?



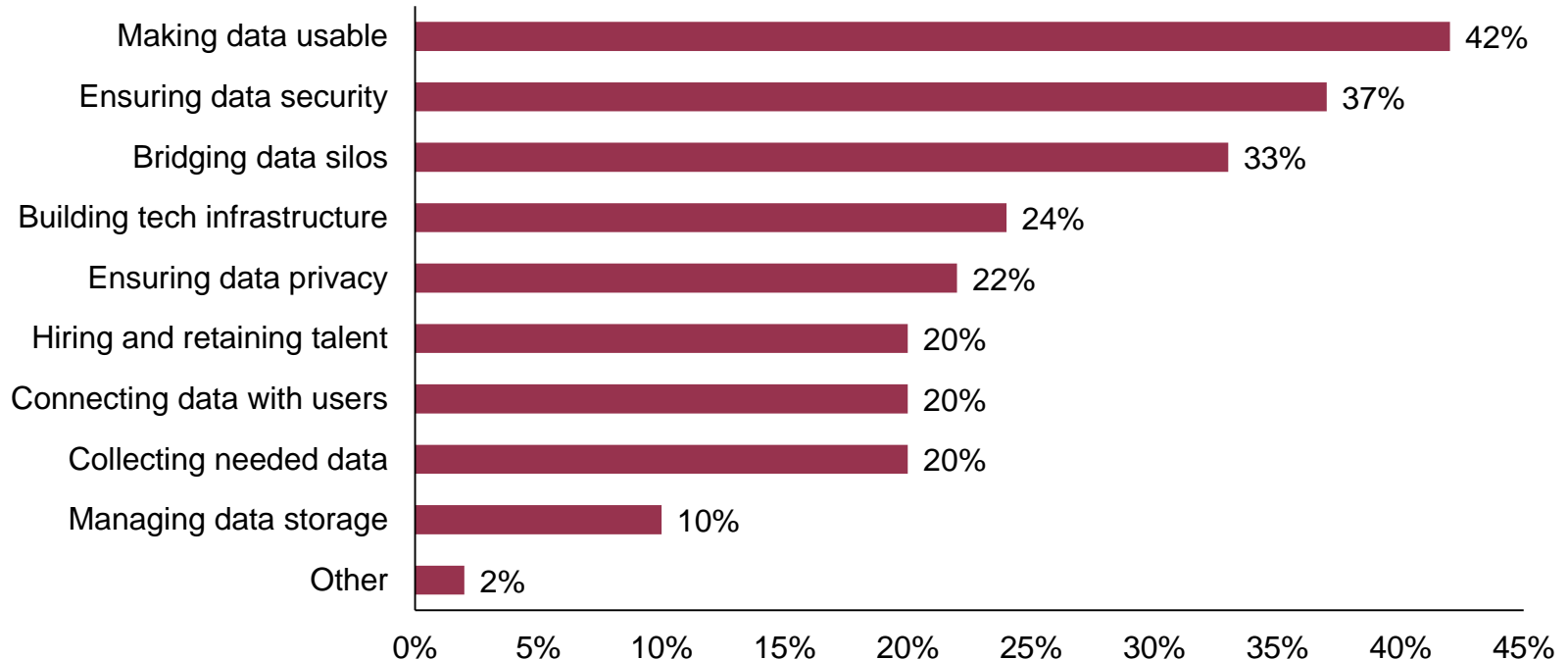
50% of respondents reported 50%+ cloud data budget growth, additional 35% reported 25% budget growth

How will your cloud data budget increase from 2020 to 2021?
(Respondents with 20+ employees)



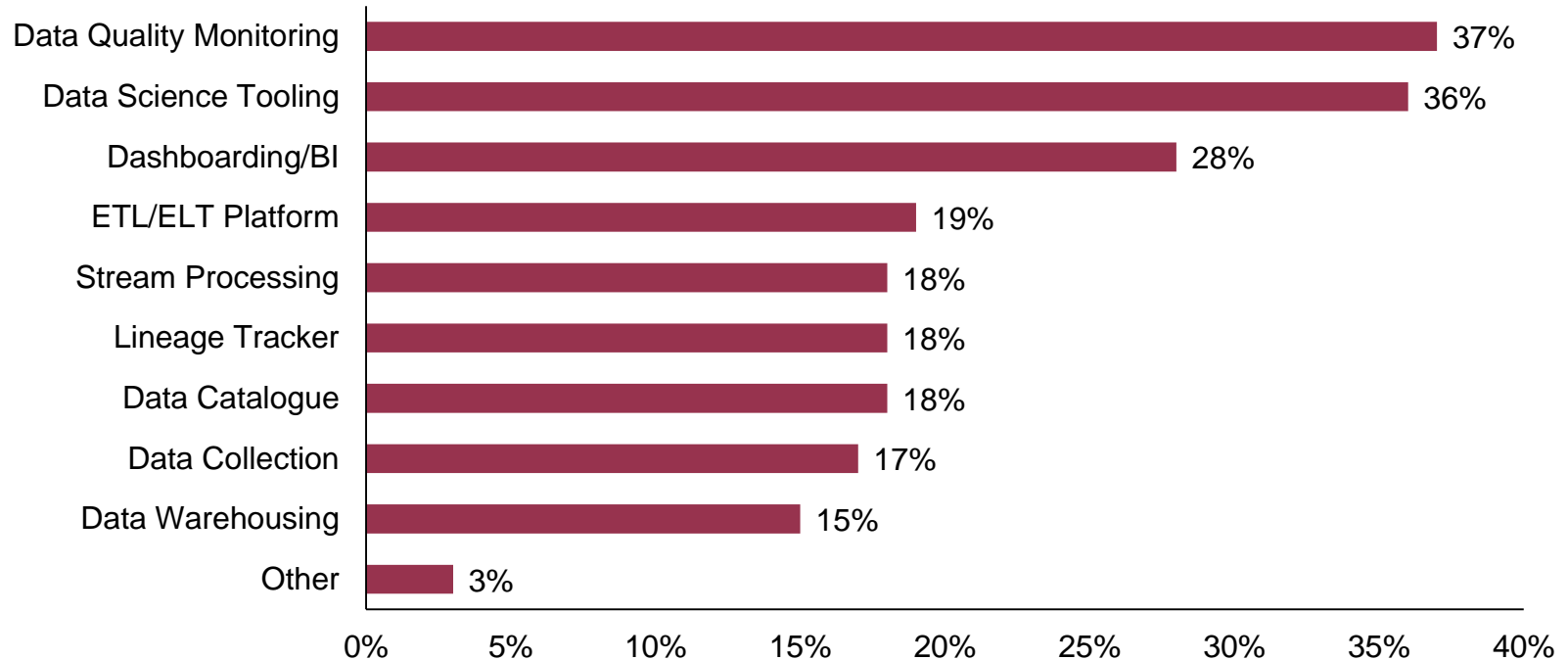
Respondents cited making data usable, ensuring security, and bridging silos as their biggest challenges

What are the biggest challenges for your company in cloud data?



Data quality monitoring, DS tooling, and dashboarding were cited as areas in need of most improvement

Which areas in the cloud data stack are most in need of new/improved solutions?



Responses on unmet requirements included many comments across the cloud data stack

What are your next requirements for cloud data that you cannot achieve today?

“API abstractions for cloud interoperability. Cloud native services are very good with the caveat of lock-in. Committing to one public cloud upfront is sometimes not an easy choice.”

“Being able to get a holistic view of data residing in the cloud, on premises and at all of the edges (hundreds/thousands) in near-real time for robust analytics via standard SQL tools.”

“Data integration is still a nightmare. Everyone has a different data source in addition to the usual suspects.”

“Cheaper to use it and send it in/out of cloud providers.”

“Combining CSP-provided and non-CSP data sources.”

“Data ELT with anonymization across environments.”

“Easily supplying data from various sources to other applications and UIs through API.”

“Less about achieving and more about process, power, and speed. The collection and processing combined with various SLA's are limiting innovation especially in retail.”

“Making it easier for non-technical employees to leverage the data in business use cases.”

“Massive nearline storage and retrieval that isn't Aurora.”

“Microservice architecture with live (not hourly or nightly) cross-service data queries.”

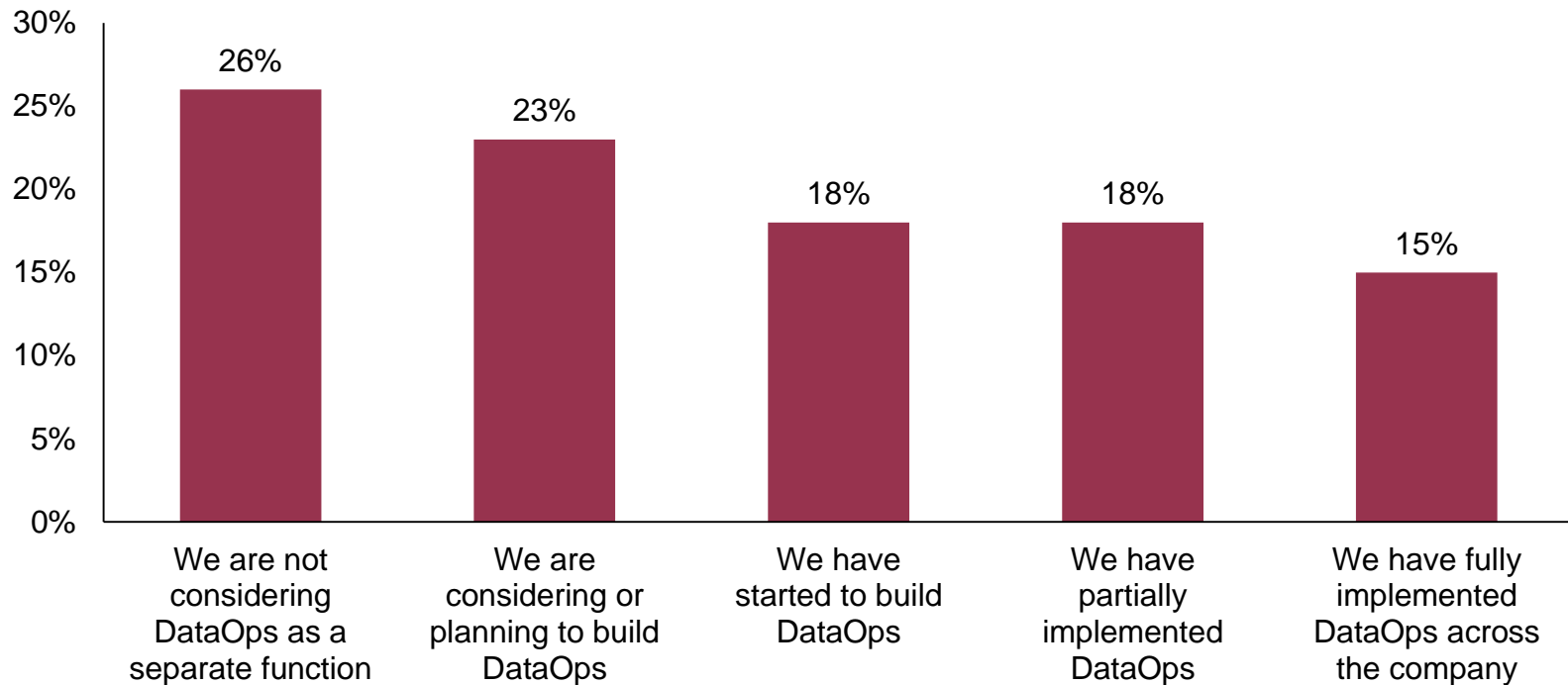
“Secure data virtualization to connect data in the cloud with data on prem and run ML models without moving data in and out of on prem systems.”

“Strong NoSQL to datawarehouse / data lake ETLs.”

“The very unglamorous task of data sanitization needs more attention.”

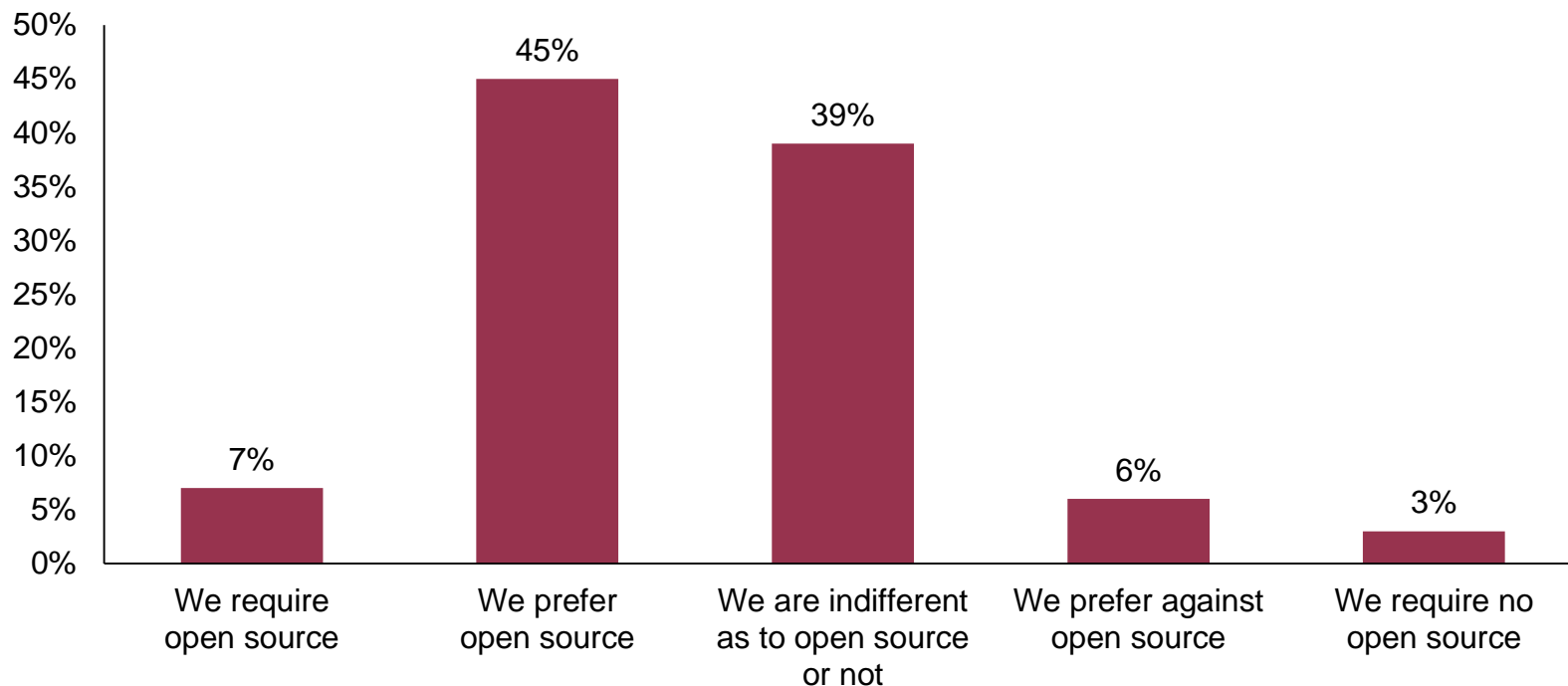
74% of respondents considered DataOps as a separate function

What is the status of DataOps in your company?
(Respondents with 20+ employees)



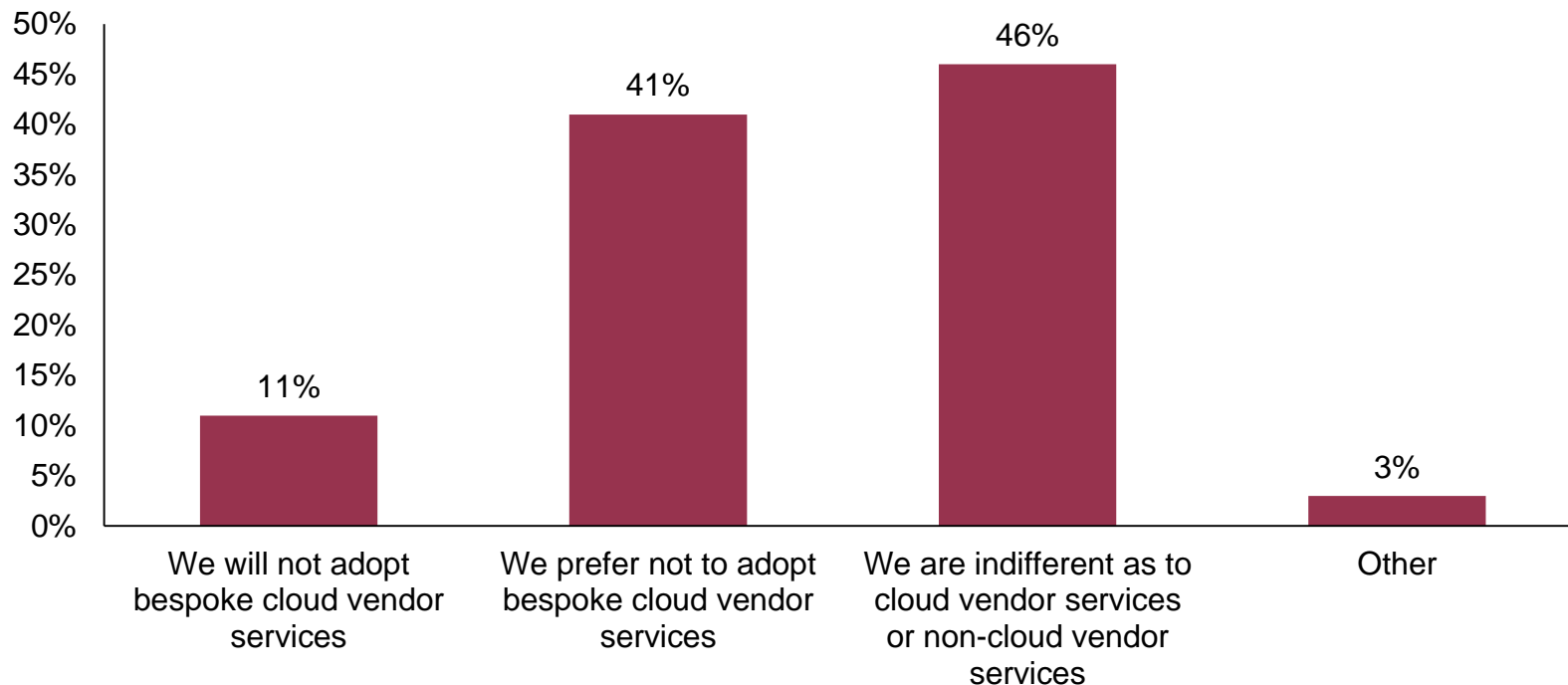
52% of respondents indicated a preference or requirement for open source in cloud data

To what degree is being largely open source part of the evaluation criteria for your cloud data stack?



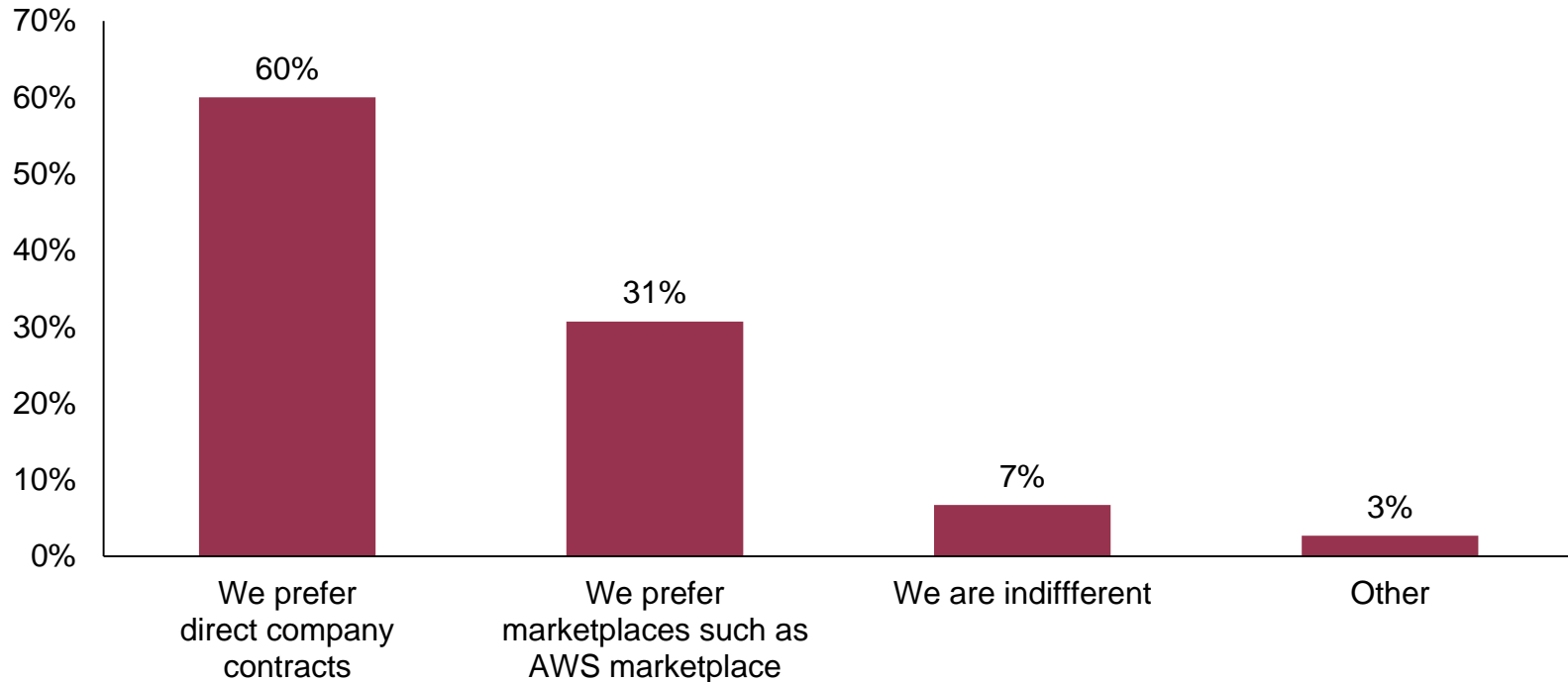
52% of respondents indicated a preference or requirement against bespoke cloud vendor services

How does potential cloud vendor lock-in affect your decision when evaluating their specialty services as part of your cloud data stack?



Only 31% of respondents indicated a preference for marketplace-based billing at this point

Do you prefer to transact directly with cloud data vendors or through marketplaces like the AWS marketplace?



Thank You

Your thoughts?
We'd love to hear from you.

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