

DataStax

The Open Data Stack for Real-Time Applications

Unleashing the power of real-time data

June 2022



Disclaimer

This presentation has been prepared by DataStax, Inc. ("DataStax") for informational purposes only and not for any other purpose. Nothing contained in this presentation is, or should be construed as, a recommendation, promise or representation by the presenter or DataStax or any officer, director, employee, agent or advisor of DataStax. This presentation does not purport to be all-inclusive or to contain all of the information you may desire. Information provided in this presentation speaks only as of the date hereof. DataStax assumes no obligation to update any information or statement after the date of this presentation as a result of new information, subsequent events, or any other circumstances. This presentation includes express and implied "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. In some cases, you can identify forward-looking statements by terms such as "anticipate," "believe," "estimate," "expect," "intend," "may," "might," "plan," "project," "will," "would," "should," "could," "can," "predict," "potential," "continue," or the negative of these terms, and similar expressions intended to identify forward-looking statements. However, not all forward-looking statements contain these identifying words. This presentation also contains estimates and other statistical data made by independent parties and by us relating to market size and growth and other data about our industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. In addition, projections, assumptions, and estimates of our future performance and the future performance of the markets in which we operate are necessarily subject to a high degree of uncertainty and risk.

Cloud-focused Growth at Scale in a Dynamic Market



95% Subscription Model
with Accelerating ARR
Growth



Cloud Business
represents over 50% of
all New ARR¹



Real-time Data Market
2025 TAM of \$32B²

**We serve real-time applications with an
open data stack that just works.**

¹As of Q1'23 (April 30, 2022) ²IDC

Winning apps run
on real-time data.



Building Open Source with High Growth Pioneers

For 10+ years, we've partnered with high-growth, real-time pioneers including the **#1 apps** in categories including:

- Music streaming
- Entertainment streaming
- Personal messaging
- Social media
- Real-time video

Together, we contribute to the open source projects that fuel their success.



How we help Enterprises & Developers win

Be the right choice

High Growth Apps

Be what they need

Limitless Data

Be the easy choice

Unit Economics

Be what they want

Open Source

Be where they're building

Cloud First



The Open Data Stack



GTM Motions

Enterprise

Existing Market & PLG Handoffs

Complex Data Challenges

Professional Services

Product Led Growth

SaaS + Enterprises with New Use cases

Learn and Self Qualify

Opt into Enterprise Cycle



DataStax

Real-time



<20ms

customer response time, down
from 48 hours on legacy systems



21k / s

transaction times, enabling
real-time decisions

Limitless



90M

records of network traffic stored in
DataStax every day



0

engineering time spent on database
operations and 100% uptime

Results



100%

increase in quarterly sales
from curbside pickup launched
in <30 days



77%

TCO savings + faster transactions
processing on a modernized stack
DataStax

Hot Market

Focus on **high-growth** apps

Right Product

Real-time data stack offering **limitless** scale and availability

Unique Approach

Cloud-first and built on **open source**

With **market-leading** unit economics

Experienced Leadership Team

Knows what **successful companies** looks like

DataStax

Thank You!

IR@datastax.com