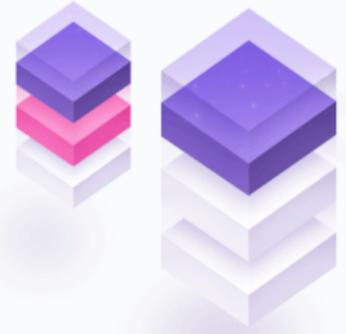


We eliminate ETL across your Enterprise

Lore IO is a data lake virtualization platform that automates on-demand, real-time access to all business knowledge.



AVOID THE DATA SWAMP

Query raw data directly from any source in any schema and maintain a single source of truth for any dimension, attribute, or metric.

ELIMINATE ETL OVERHEAD

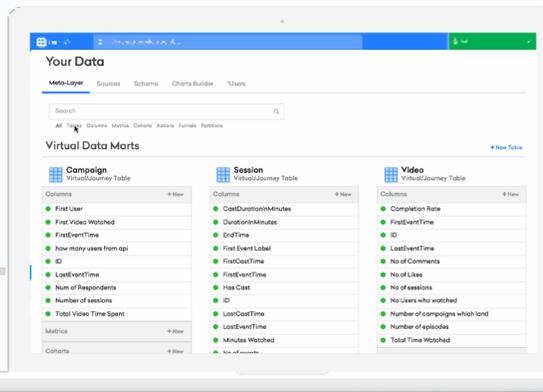
Execute SQL on-demand in real-time and avoid maintaining bloated ETL code all over the place.

- ETL eliminated
- Data transformation automated
- Data pipelines eliminated
- Data copies eliminated

GENERATE MORE AHA! MOMENTS

Blend multi-source data in any BI tool. Create new data views that circumvent the confines of your data infrastructure

360 degree view of customers with cross-source journey and Analyze behavior over time



HOW IT WORKS

1. Connect Lore IO into your Data Lake
2. Develop Universal Metalayer

Lore's MetaLayer is your business-facing accessible data-layer, across your entire enterprise data, wherever it lives, whatever it looks like and however much it changes. It captures all the key entities, journeys, measures and relationships for your organization.

3. Feed BI Tools and Applications



BI Analytics

Allow your BI tools to work on all your big data.



Automation & Targeting

Build personalization systems or extended automation tools



ML/Data Science

Define traits - export Hypothesis testing, Rules for targeting, detecting fraud, bidding ads, profiling audiences, feature selection for ML models etc.



100x FASTER EVERYTHING

MEDIA COMPANY



CROSS-SOURCE 360 DEGREE VIEWS ON THE WHOLE BUSINESS

IMPLEMENTATION TIME: 3 business days

Needed a content analytics app for the content team with 50 charts and a project planned for 3 months with 5 dedicated resources. The team was able to deliver the app in 3 days. They went on to deploy to marketing and product teams as well.

LARGE TRANSACTION PROCESSOR



FRAUD MONITORING MODEL IMPROVEMENT

IMPLEMENTATION TIME: 5 business days

Investigation into why fraud increased among incoming dispute calls & also needed to perfect the internal machine learning model. By using order data, transaction data, demographic data, merchant locations and catalog of purchases available from some sources, we detected patterns of fraudulent credit cards in just days. We were also able to find what was unique about the reported fraud.

LARGE eCOMMERCE



ACCESS TO FULL CUSTOMER JOURNEY

IMPLEMENTATION TIME: 2 business days

Goal was to target their customers with different messaging based on their activities on the site., immediately after their sessions ended. Used Journeys to query complex behaviors, managed them using Cohorts and then used APIs to extract the audiences and target them.

R.O.I

Our customers have deployed highly personalized data projects across their organization in hours/days instead of months with a deeper level of insight



TIME SPENT

JUST 10% ON DATA PREPARATION
down by 50-90%

90% FOCUS ON USE-CASES & INSIGHTS
up by 80%



TIME TO VALUE

Ready in hours instead of weeks

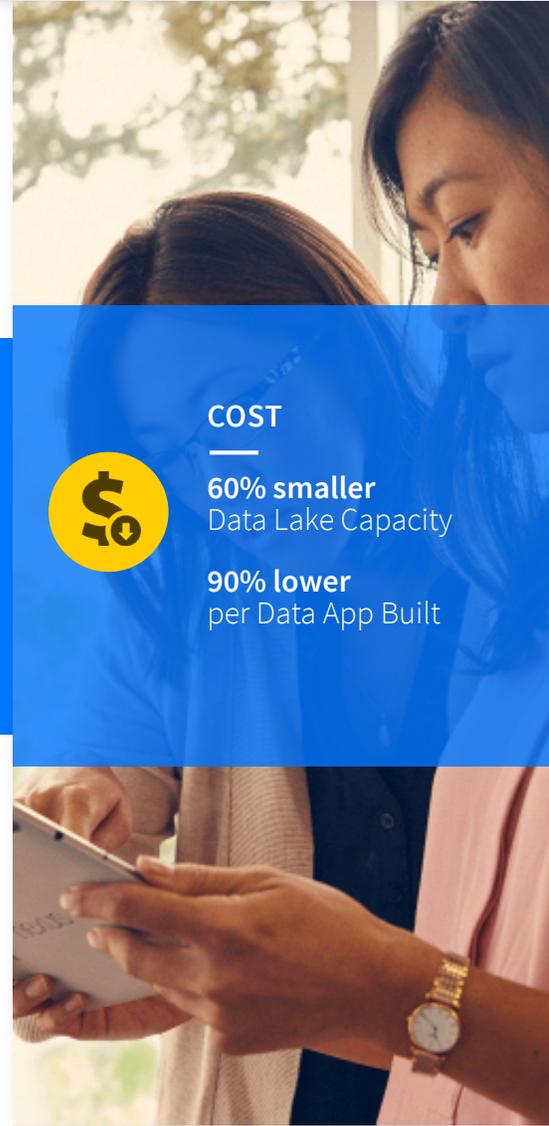
Using our data virtualization technology customers have deployed highly personalized data applications across their organization in days instead of months



COST

60% smaller Data Lake Capacity

90% lower per Data App Built



"We are able to get a comprehensive picture of our new releases. We were able to setup several views for each team to optimize their workflow. I was especially impressed by the speed with which we can iterate and update the dashboards to add new reports.

And all this was done in just a week after we started our engagement."

VP Content- Media Subscription Service

"This wasn't possible before! With Lore IO, everything is virtual and the platform automates data processing, so we literally got all executive analytics up and running in about a week."

SVP Engineering - Major eCommerce Company

"I was impressed by the breadth of analytics that we were able to provide to a customer in so short of a time."

Program Manager - SaaS Loyalty Program

"While we had a great data science team building a good fraud detection service, we suddenly saw a spike in fraud and needed something to understand where it was coming from

The Journey feature is the most powerful concept in Analytics and BI I have seen in a while. It allows rapid creation of complex scenarios. Combined with the ability to apply them on top of raw data allowed our team to very quickly iterate on and understand the patterns in the data

We were also able to leverage this to improve our models significantly. Its a critical part of fraud monitoring infrastructure now."

CDO - Large Transaction Processor

"Creating new cohorts and targeting traits is extremely simple. Especially for complex behaviors, no other tool comes close to the ease and power of the Lore IO platform."

VP of Marketplace - Major eCommerce Company



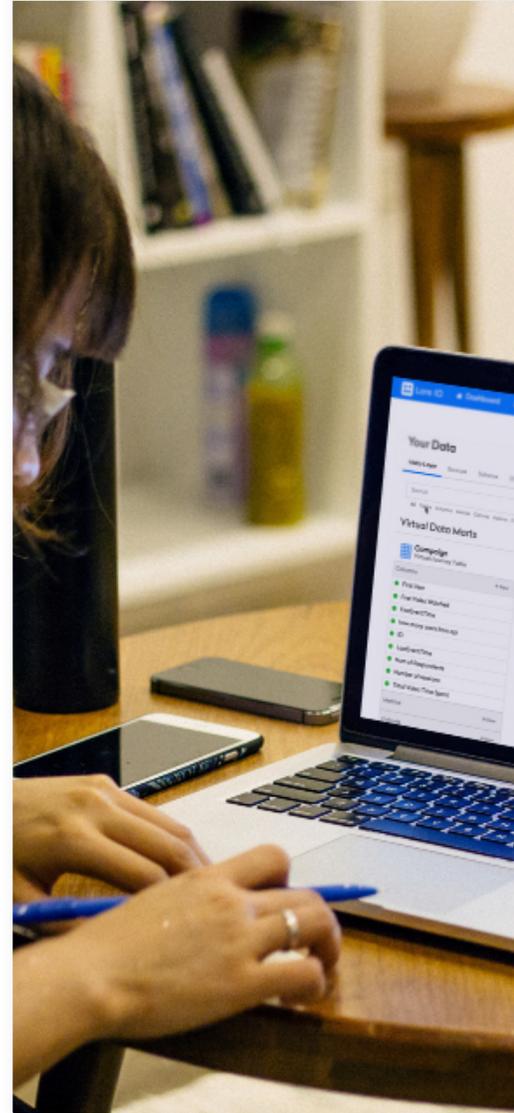
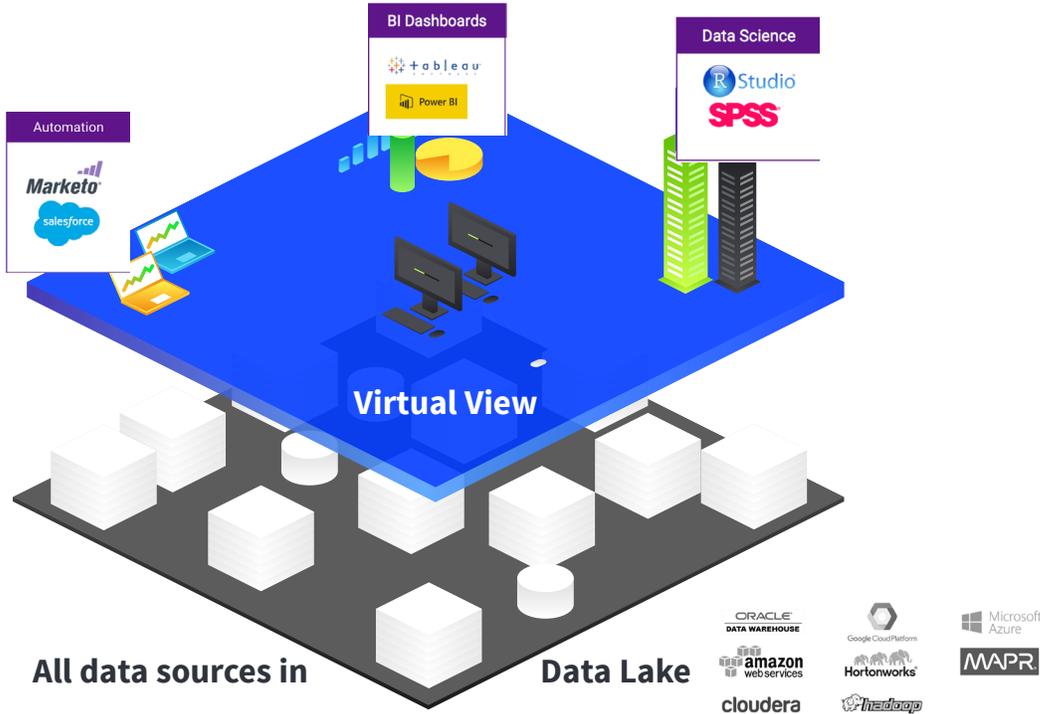
GET IN TOUCH FOR AN EXECUTIVE BRIEFING
digvijay@getlore.io

This is an opportunity for prospective partners and clients to explore how Lore IO can drive measurable business value. We'll show you how our technology is reshaping business models and enabling companies to gain a competitive advantage.

More about us
<http://getlore.io>. Email at: hi@getlore.io or call at +1 (650) 561-6735

Built for stack independence

The Lore IO MetaLayer and Query Engine sit on your disparate raw data sources and provide a unified view of your data without data movement or ETL



Fast performance, High Scale

We handle scale at billions of events per day across dozens of sources. Our in-memory compute engine, intelligently pulls data needed for any query into memory and executes it.

0-15 Second SLA - 90% of queries

	VIRTUALIZATION ONLY		+ CACHING		+ SAMPLING
Optimized Stack	1 M	10 M	100 M	1 B	10 B
In Memory SQL	1 M	10 M	100 M	1 B	10 B
Hadoop	1 M	10 M	100 M	1 B	10 B
Traditional Data Warehouse	1 M	10 M	100 M	1 B	10 B
	1 M	10 M	100 M	1 B	10 B

RECORDS PER QUERY

When we say all ETL operations we mean it

We believe ETL, data pipelines and many systems needed to manage them are a colossal waste of time. Until our platform, these were necessary evils. With Lore IO - all ETL and data pipelines completely go away

ETL Need	 Lore IO	Visualization & Modelling Tools	Streaming Tools	Self Served Data Preparation	Other Visualization Tools
Real Time Ingestion to Lake	✓	X	✓	X	Limited
Parse Non SQL Data	✓	X	✓	Limited	X
Manage Schema Drift	✓	X	✓	X	✓
Map Columns	✓	✓	X	✓	✓
Cleanup Data	✓	Limited	✓	✓	✓
Eliminate Joins	✓	X	X	X	X
Easy Join across sources	✓	✓	X	✓	✓
Session Creation and Journeys	✓	X	X	X	X
User Behavior Analysis	✓	Limited	X	X	X
Feature Creation for ML	✓	X	X	✓	X
Access control on prepped data	✓	X	X	X	X
Data Lineage and Governance	✓	Limited	X	X	✓
What should I put in the mart?	✓	X	X	✓	✓



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This is an opportunity for prospective partners and clients to explore how Lore IO can drive measurable business value. We'll show you how our technology is reshaping business models and enabling companies to gain a competitive advantage.

"We pride ourselves with pretty complex transformations, but Lore IO proved that it was able to automate most of them during initial engagement"

CIO - Large Datacenter Company