

Trifacta Recognized as an IDC Innovator for Self-Service Data Preparation

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Trifacta (<http://www.trifacta.com>), the global leader in data wrangling, today announced it has been selected as a 2016 IDC Innovator in self-service data preparation (<https://www.trifacta.com/wrangle-data/self-service-data-preparation>). Trifacta's selection as an IDC Innovator recognizes the company's efforts in defining the self-service data preparation market by putting the power of big data exploration, structuring, cleaning and blending into the hands of the business with a user-friendly interface when working with data of all shapes and sizes. Download the full IDC Innovators study here (<http://www.idc.com/getdoc.jsp?containerId=US41714516>).

"Trifacta's founders recognized the power of combining machine learning with an intuitive, user-centric design to empower end users to tackle their messiest data problems. Today, tens of thousands of users across more than 4,000 companies in 132 countries use Trifacta to democratize data wrangling and to increase their information agility," said Adam Wilson, CEO, Trifacta. "Recognition as an IDC Innovator in self-service data prep (<https://www.trifacta.com/wrangle-data/self-service-data-preparation>) further validates our on-going commitment to dramatically improve the way people work with data and to deliver the most productive data wrangling solution for customers, regardless of the shape, size or location of their data."

This acknowledgement follows the recent launch of Wrangler Edge (<https://www.trifacta.com/blog/taking-data-wrangling-edge/>), v4 of Wrangler Enterprise and Trifacta's selection as champion and top vendor in the 2016 Data Preparation & Cataloguing Market Update by Bloor Research.

"Trifacta's key differentiator is Photon, an in-browser processing engine that enhances user experience by allowing users to wrangle data, whether large and small, while maintaining a rich, highly-interactive wrangling experience," said Stewart Bond, research director, IDC. "The company has clearly helped define the self-service data preparation market. Congratulations to Trifacta for being selected as an IDC Innovator."

For a deeper dive into the evolution of self-service data preparation, view this recent webcast (<https://www.trifacta.com/gated-form/recorded-webinar-the-evolution-of-data-wrangling/>) with Stewart Bond where he explains how innovation in self-service data prep is driving commercial insights.

In 2016, Trifacta has been named to The Channel Company's 2016 CRN® Big Data 100 (<https://www.trifacta.com/news/item/trifacta-named-to-crn-big-data-100-for-the-second-straight-year/>) list, selected as champion and top vendor in the 2016 Self-Service Data Preparation & Cataloguing Market Update by Bloor Research (<https://www.trifacta.com/gated-form/self-service-data-prep-cataloguing-market-update/>), named the 2016 Top End User Data Preparation Vendor (<https://www.trifacta.com/gated-form/trifacta-earns-top-ranking-in-end-user-data-preparation-study/>) by Dresner Advisory Services for the second year in a row and selected as a Delta-V Award (<http://ctt.marketwire.com/?release=1242951&id=8407645&type=1&url=http%3a%2f%2fblog.esg-global.com%2fthe-delta-v-aw>

for the big data platforms category by Enterprise Strategy Group (ESG). Last year, Trifacta was named a 2015 Ventana Research Technology Innovation Award

(<https://www.trifacta.com/news/item/trifacta-wins-2015-ventana-research-technology-innovation-awards/>) winner in the big data category and was also selected as a 2015 Red Herring Top 100 North America Winner

(<http://ctt.marketwire.com/?release=1242951&id=8407654&type=1&url=http%3a%2f%2fwww.trifacta.com%2fnews%2fitem%2ftrifacta-wins-2015-ventana-research-technology-innovation-awards/>) showcasing the company's momentum in the big data space. Additionally, Trifacta was named to The Channel Company's 2015 CRN@ Big Data 100

(<http://ctt.marketwire.com/?release=1242951&id=8407657&type=1&url=http%3a%2f%2fwww.crn.com%2fslide-shows%2fdatabig-data-100/>) recognizing companies that bring innovative tools, technologies and services to market.

IDC Innovators reports present a set of vendors – under \$100M in revenue at time of selection -- chosen by an IDC analyst within a specific market that offer an innovative new technology, a groundbreaking approach to an existing issue, and/or an interesting new business model. It is not an exhaustive evaluation of all companies in a segment or a comparative ranking of the companies. Vendors in the process of being acquired by a larger company may be included in the report provided the acquisition is not finalized at the time of publication of the report. Vendors funded by venture capital firms may also be included in the report even if the venture capital firm has a financial stake in the vendor's company. IDC INNOVATOR and IDC INNOVATORS are trademarks of International Data Group, Inc.

1IDC, IDC Innovators: Self-Service Data Preparation, 2016, #US41714516, November 2016

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Additional Resources

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About Trifacta

Trifacta, the global leader in data wrangling software, significantly enhances the value of an enterprise's big data by enabling users to easily transform and enrich raw, complex data into clean and structured formats for analysis with self-service data preparation. Leveraging decades of innovative work in human-computer interaction, scalable data management and machine learning, Trifacta's unique technology creates a partnership between user and machine, with each side learning from the other and becoming smarter with experience. Trifacta is backed by Accel Partners, Cathay Innovation, Greylock Partners and Ignition Partners.

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