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Episode 17. Big Data Paris 2019 Recap w/ Xavier Guerin

Eric: Welcome and thank you for tuning into this episode of the Data Snacks Podcast brought to you by DataStax where we bring you the latest snackable news and trends in hybrid cloud, multi cloud and data based technology. If you've just learned about DataStax for the first time, we're the leading provider of the Active Everywhere hybrid cloud database built on Apache Cassandra. I'm your host, Eric Brown, VP of corporate marketing here at DataStax and on this episode I'm joined by our very own Xavier Guerin, VP of EMEA South. Thanks for joining us Xavier all the way from Paris. It's great to have you on our podcast.

Xavier: Glad to be here Eric and thanks for inviting me.

Eric: In this episode we're gonna give you a wrap up of all-things Big Data Paris and give you some insight into the major key takeaways from that show. Stay tuned to the very end of this episode and we're also going to give our exclusive listeners an awesome gift and you don't want to miss out on that. Let's jump right in Xavier. For those of us who were not fortunate enough to be in Paris for the Big Data Show 2019, can you give us a bit of background on the event?

Xavier: Sure Eric. This year was the eighth edition of this major IT event in France which goes to provide a comprehensive overview of the industry's opportunities, prospects and technology and also to bring together France's entire big data ecosystem under one roof. This Tour de Con France included workshops, business meetings as well as plenty of opportunities to mingle with the 250 exhibitors and the roughly 17 thousand visitors who attended. This year being that Paris provided a unique opportunity to keep our finger on the industry's pulse and at work with the key players.

- Eric: That sounds like a great show and those numbers are huge in terms of exhibitors and visitors. I'll definitely have to plan a trip to France for Big Data Paris in 2020. What was DataStax doing there and what was the DataStax role at the show?
- Xavier: I would say that our main goal was to reaffirm DataStax position as the leading expert on Apache Cassandra. Secondly to present DataStax enterprise and to demonstrate our value as the Active Everywhere database for all hybrid and Wiki cloud environments. During the show, we connected two large workshops. The first was Apache Cassandra with Cedric and David as the speakers and we gathered something like 150 attendees. The second workshop was with our partner Confluence. Also, with Cedric as the speaker and we had about 175 attendees. We also had a presentation with which is one of our French partners on their booth. Last, but not least, our German customer, the car manufacturer Audi led a great presentation about connected cars and they gathered something like one thousand people during this presentation.
- Eric: Wow. Connected cars are certainly very interesting. We're going to talk about that in a second, but first, huge numbers in terms of the DataStax presence there. What do you think attendees thought about the DataStax message? Was it well received? What was the feedback? What are people saying about what DataStax is doing and about Apache Cassandra?
- Xavier: Well, Eric I believe this year we definitely changed the game at Big Data Paris by confirming our momentum. We saw a new level of interest around DataStax not only on our booth, but also on the different workshops and also at the Audi presentation. I believe our discussions with our customers, our prospects and our partners were very constructive. To me, that comes from we are on the right track with the right messaging. I would say that this fantastic result is also a combination of the right content, of flawless preparation and some very engaging demonstrations. I would say also these results were only possible with the collaboration of the entire team. A lot of preparation in redesigning our booth and our activities in order to create more traffic and efficiently manage our presence at the event. I'd like to share a big shout out to the whole team at DataStax, all the participants and the organizers who have made a phenomenal job to make this happen.
- Eric: Excellent. That's very nice. Thank you Xavier. Let's also give a big shout out to Audi for being such an amazing global automotive manufacturer and really pushing the boundaries of innovation and cutting edge technology as well as great design. What is Audi doing with connected cars and what are they doing specifically with DataStax?
- Xavier: That's a great question. I think we have built a true partner relationship with Audi people and involving DataStax top executives. DataStax has been selected as the data leader for all the new connected cars applications that Audi's currently developing. I believe we play a very central part in the development of this strategic initiative.

Eric: That's great Xavier. Now, I know you personally were also very busy at Big Data Paris 2019 representing DataStax. Did you notice any key themes or trends or conversations that were happening at this years' event?

Xavier: Yeah, definitely Eric. I think we see hybrid cloud adoption acceleration based on I would say three major drivers. The first one is the security I think. Using both private and public cloud allows companies to pick and choose which data and services are kept behind to network firewalls. The second driver is testing. The ability to host testing environments in the public cloud and lead them on demand to mission critical data stored in private clouds. This allows companies to leverage virtually unlimited public resources. I believe the third driver is cost. Hybrid clouds walk the line between public savings and private spend by allowing companies to decide where they prefer to allocate IT resources and funding for maximum impact. I would say as a conclusion, hybrid cloud migration is rapidly becoming the tech of choice for public and private industry and this is driven by benefit of improved security, testing, environments and better cost control.

Eric: Those are great insights Xavier. Always great chatting with you. Thank you so much for your time and being on this DataStax podcast. Can't wait to have you back to share more perspectives about what's happening in Europe and in Big Data overall so thank you again.

Xavier: Thank you Eric. Always a pleasure.

Eric: To learn more about DataStax and DataStax Enterprise and how we can support your enterprises any cloud journey whether it be hybrid or multi cloud, please visit us at DataStax.com. That's D-A-T-A-S-T-A-X.COM and I did promise at the beginning of this podcast for our social and podcast listeners if you haven't heard, DataStax Accelerate is right around the corner in May in the Washington D.C. metro area. We are taking registrations now. Because you're a loyal listener and follower of us on social networks, please reserve your seat with a special 20% discount code off your entire registration. Go to DataStax.com/accelerate and use the promo code SOCIAL20. That's all one word, S-O-C-I-A-L20. We would love to see you there.

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DataStax delivers the always-on, active everywhere distributed hybrid cloud database built on Apache Cassandra™. The foundation for full data autonomy and personalized, real-time applications at scale, DataStax Enterprise makes it easy for enterprises to exploit hybrid and multi-cloud environments via a seamless data layer that eliminates the issues that typically come with deploying applications across multiple on-premises data centers and/or multiple public clouds.

We help many of the world's leading brands across industries transform their businesses by eliminating data silos and powering modern, mission-critical applications. For more information, visit www.DataStax.com and follow us on Twitter [@DataStax](https://twitter.com/DataStax).

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