

BMW Group

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BMW i Ventures Announces Investment in Trifacta.

Mountain View, Calif (September 12, 2019)... BMW i Ventures announced an investment in Trifacta, the global leader in data wrangling. The new capital will accelerate the company's continued expansion into new geographies and product areas, in particular expanding upon the company's use of intelligent automation throughout the platform.

"As we face an exponential growth in big data—from machines in our factories to connected cars on the road—we believe that Trifacta's data prep solution will be key to accelerating the feedback loop between the hordes of data produced everyday and the types of insights and actions taken by large organizations," said Marcus Behrendt, partner, BMW i Ventures. "Trifacta's toolset is key to harvesting the data lakes and is therefore an enabler when shifting to a truly digital organization."

With an exponential amount of data moving to the cloud, more data quality, preparation and pipeline workloads are moving there as well, causing an increased need to derive faster insights and deliver bottom line business results. Organizations can no longer rely on legacy, siloed data integration processes to handle the speed, scale and diversity of today's data if they are going to take advantage of the transformational business opportunities provided by the advent of artificial intelligence and cloud computing.

"AI, machine learning and analytics have become the primary growth opportunities for the cloud today. Yet, it's this meteoric growth that is causing barriers to success as AI projects overwhelmingly face the same problem -- data quality," said Adam Wilson, CEO, Trifacta. "As the pioneers in data wrangling, Trifacta offers the leading platform for managing data quality, preparation and pipelines that is natively integrated with all of the

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major cloud providers. A growing number of industry-leading organizations, including technology pioneers such as IBM and Google are choosing Trifacta to remove the critical barrier data wrangling presents to success with analytics and machine learning;”

Through Trifacta’s unique combination of human-computer interaction, machine learning & scalable data processing it guides users through the process of exploring and preparing data. By democratizing the data wrangling experience, Trifacta empowers technical data scientists and engineers as well as non-technical business analysts to work beyond data silos to deliver quality outputs with greater efficiency to downstream analytics initiatives.

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About BMW i Ventures

BMW i Ventures, BMW’s EUR 500 million venture capital fund, invests money and resources in startups in the fields of autonomous driving, digital car and automotive cloud, e-mobility, artificial Intelligence and data, industry 4.0, shared and on-demand mobility, customer digital life, and energy services. The firm has already partnered with innovative companies such as Xometry, Yellowbrick, Zum, Urgent.ly, Lime, and Bright Machines. BMW i Ventures invests in all stages from seed and incubation to growth companies.

ABOUT Trifacta:

[Trifacta](#) is the global leader [data wrangling](#). [Trifacta](#) leverages decades of innovative research in human-computer interaction, scalable data management and machine learning to make the process of preparing data faster and more intuitive. Around the globe, tens of thousands of users at more than 10,000 companies, including leading brands like Deutsche Boerse, Google, Kaiser Permanente, New York Life and PepsiCo, are unlocking the potential of their data with Trifacta’s market-leading [data preparation](#) solutions. Learn more at [trifacta.com](#).

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