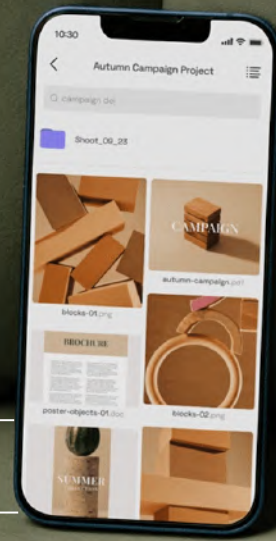




Frontify

Navigating Frontify's Journey to an AI-Ready Modern Data Stack

31. Mai 2024



Swiss company

Founded in 2013

300+ employees

St. Gallen, London, New York



95%+

Customer Satisfaction Rate

1k+

brands use Frontify
in over 100 countries





Multi-Brand Universe

jpeg

webp

pdf

H265

png

Digital Asset Management



Software Development Kit



Integrations

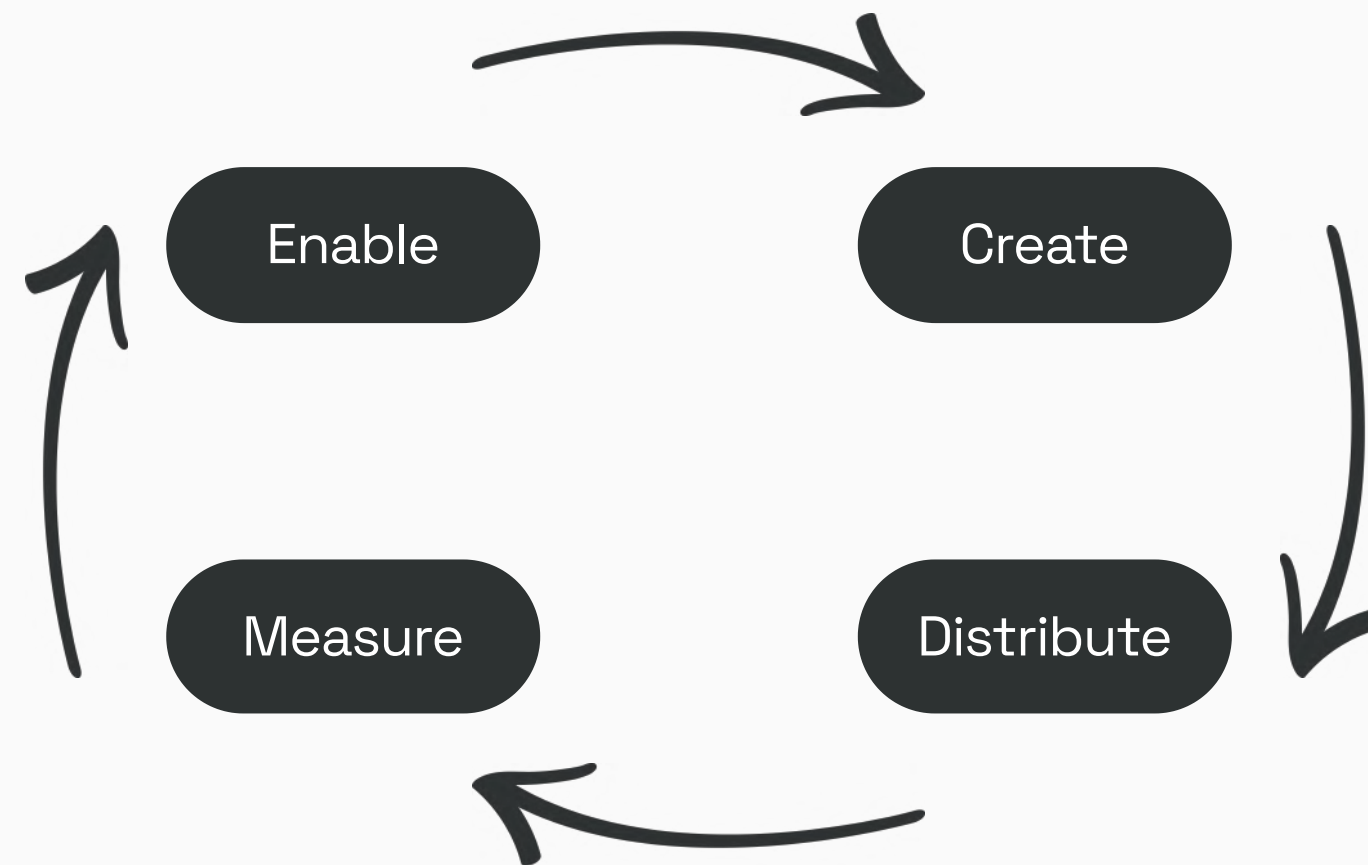


Brand Portal

★★★★★ Premium Support



Brand Guidelines



Marketplace



Personal
Success
Manager



Identity Management



Design System

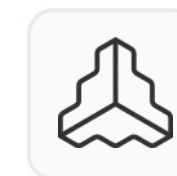


Analytics & Insights

Digital & Print Templates

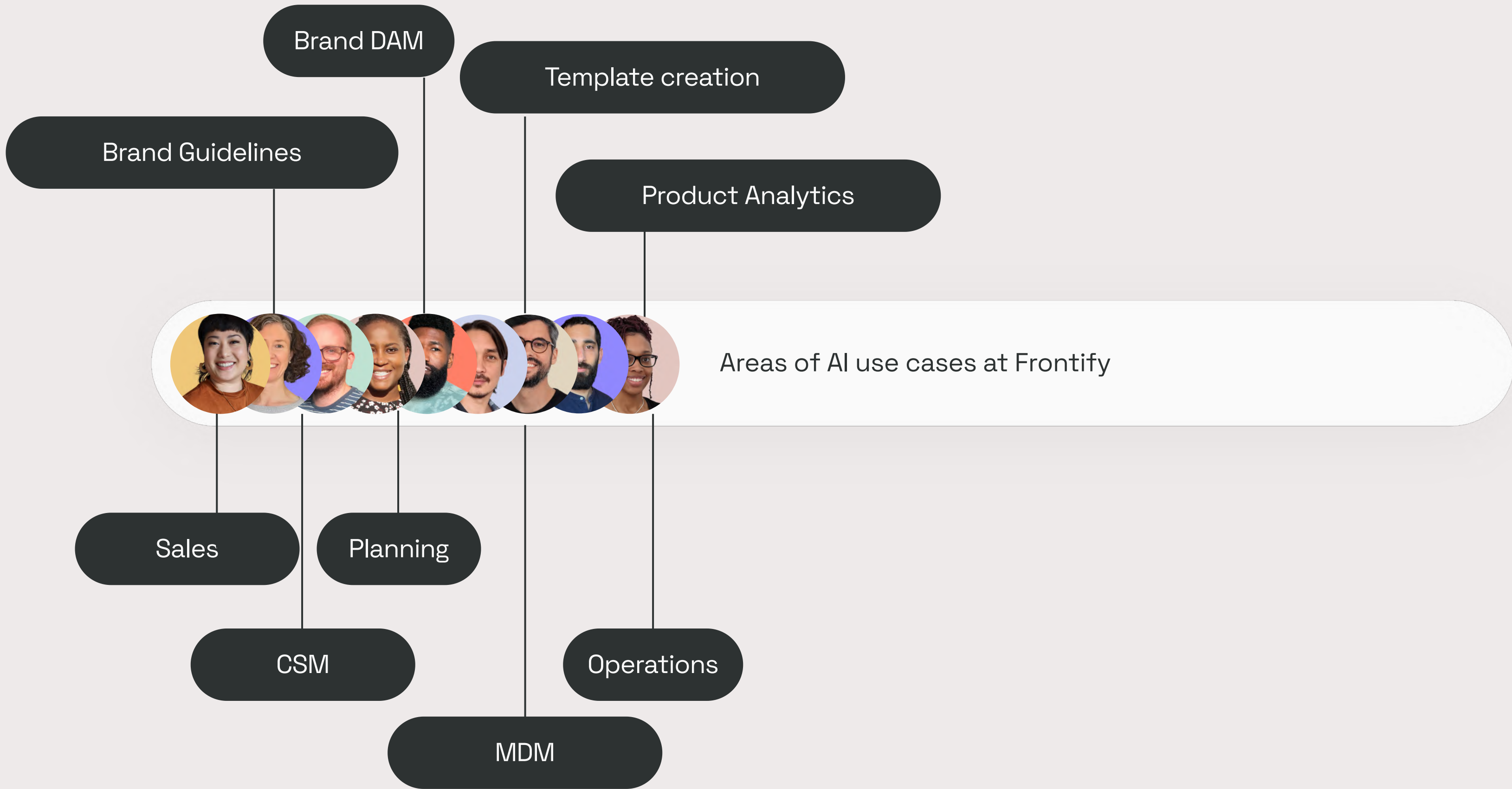


ISO/IEC
27001:2013



Desktop and
mobile app

Creative Collaboration



Our data team at Frontify

Consolidate

We connect cross department and funnel data together



Enable

We support data for operations*, self-service reporting, deep dives and insights creation



Create

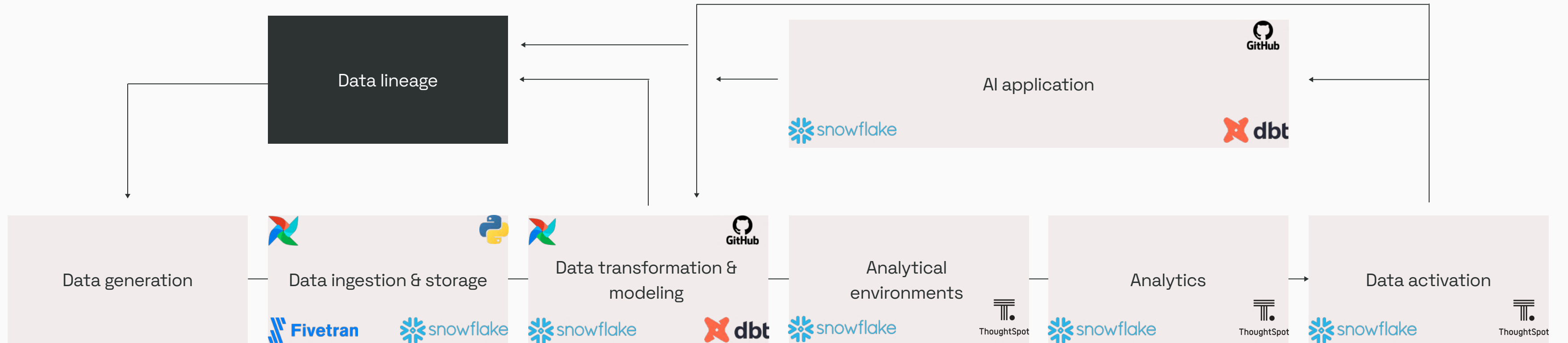
We report on insights we discover based on requests or own initiatives



* Slow changing operations data. Daily or up to hourly freshness. For instance SFDC account ARR and monthly MAU data.

Continuous data analytics lifecycle

Adapt processes, define alerts, clean data at source for useful and consistent data across tools.



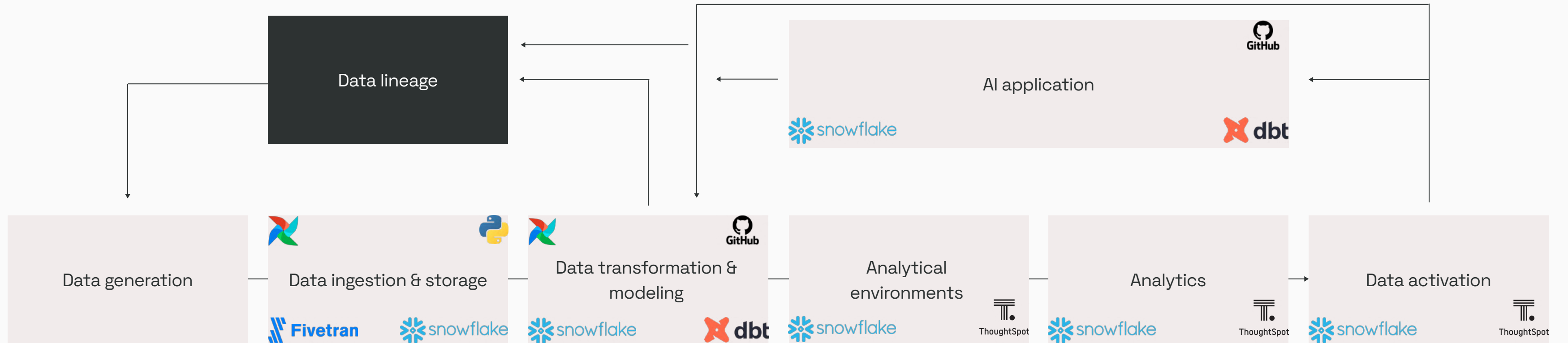
Our belief

Due to Fivetran we can
focus on creating value
with less resources.



Continuous data analytics lifecycle

Adapt processes, define alerts, clean data at source for useful and consistent data across tools.



Data infrastructure in numbers

13+

Network policies

2m

Monthly queries

880+

Prod dbt models



460

Active objects this month

20

Monthly transformation releases on average



10+

Warehouses

24

Prod schemas

751

Active objects this year

0.5s

Average elapsed time

Continuous benefits using Fivetran

Independent access to data

30+ Google Sheets connected by AE in alignment with business users

Saving engineering resources

Avoiding the painful connection of 6 marketing campaign sources at once

Fast tool migrations

Immediate access to data and control of data from the beginning of Salesforce migration





ThoughtSpot
at Frontify

95

Monthly
active users

1.3b

of rows available

7

Departments
with use cases

1h

How real time
are we?

23%

Monthly compute cost

500

New questions asked
monthly

0.5s

Average query
elapsed time

2.5k

Liveboard views
monthly

100k+

Monthly queries
sent to CDW

We hope

With AI we can support
other teams to
become more efficient.





Thank you!

Michal Lapinski-Kleber

Head of Data, Frontify

michal.lapinski@frontify.com

