

## Datawatch/Angoss FAQ

### What is Datawatch announcing?

Datawatch announced today that it has signed a definitive agreement to acquire Angoss Software Corporation, a leading predictive analytics software company.

### Who is Angoss?

Angoss is a global leader in delivering advanced analytics to businesses looking to improve performance across risk, marketing and sales. Angoss provides a fully-integrated visual data science platform with powerful predictive analytics, machine learning and Big Data access capabilities.

Angoss has over 300 enterprise customers with a strong presence in financial services, insurance, telco, high tech and retail who rely on Angoss to grow revenue, increase sales productivity and improve marketing effectiveness while reducing risk and cost. Angoss is headquartered in Toronto, Canada, with offices in the United States, United Kingdom and Singapore, Angoss serves customers in over 30 countries worldwide.

### What is "predictive analytics" software?

Predictive analytics encompasses a variety of statistical techniques from predictive modelling, machine learning, and data mining that analyze current and historical facts to make predictions about future or otherwise unknown events.

The combination of data preparation, data visualization and predictive analytics provides a complete, end-to-end platform for the "citizen data scientist". Gartner defines a **citizen data scientist** as "a person who creates or generates models that leverage predictive or prescriptive analytics but whose primary job function is outside of the field of statistics and analytics."

### Why is Datawatch acquiring Angoss?

Data preparation serves as the foundation for all analytics, including predictive and prescriptive analytics, and the Angoss acquisition allows Datawatch to address a broader set of customer requirements and additional user personas. Angoss' advanced analytics and data science solutions extend Datawatch's capabilities into an end-to-end analytics platform while supporting everyone from business analysts and citizen data scientists to chief data officers.

With the addition of Angoss, Datawatch transforms its data preparation and visualization offerings into a complete end-to-end data science and analytics platform by adding predictive and prescriptive analytics – enhancing its revenue growth profile and improving its market opportunities.

Datawatch now participates in **two** high growth sectors of the analytics market and expands its total addressable market. The data preparation and analytics market expected to grow at 19% CAGR to \$1.5 billion by 2021, while the data science platform and prescriptive analytics markets are expected to grow to **\$5.8 billion** by 2021. Additionally, Gartner estimates that, by 2020, predictive and prescriptive analytics will attract 40% of enterprises' new investment in BI and analytics technologies. By 2019, citizen data scientists will surpass data scientists in the amount of advanced analysis produced.

Angoss also offers immediate upsell and cross-sell opportunities across two customer bases, and expands our market reach with **200+** financial services organizations today using Angoss for predictive analytics. The acquisition will have a positive financial impact for Datawatch as well. Angoss adds a healthy recurring revenue stream, over 300 customers and new enterprise solutions while providing enterprise solutions for risk, customer and marketing analytics to the Datawatch business.

**What does this mean?**

The two companies have come together to create a complete, end-to-end citizen data science platform. While all products will remain modular and agnostic with other 3<sup>rd</sup> party tools and systems within an existing environment, customers can easily add products to create a complete, modern analytics platform. Datawatch becomes more strategic to its customers and partners with its ability to handle not just data preparation challenges, but also predictive and prescriptive analytics needs.

**How do Angoss and Datawatch products fit together?**

Angoss extends the Datawatch Monarch platform with proven predictive solutions. Angoss solutions bring robust, customer-proven, predictive analytics capabilities to Datawatch's Monarch platform. Data preparation is the foundation for all levels of analytics, including predictive, prescriptive and cognitive; and is critical to delivering accurate predictive insights.

**How does this impact Angoss customers?**

All of Angoss' products are very much strategic to the future and growth of Datawatch and we will continue to invest in them. Customers can expect the products will only get better. New product and service offerings backed by increased sales and marketing investments will drive the Datawatch/Angoss portfolio into the future.

**What is the value to customers?**

The unified analytics experience provided by Monarch and Angoss supports the requirements of the entire organization, from business analysts, to data scientists, to line-of-business heads to IT/BI staff and Chief Data Officers. Data preparation, visualization and data science offers complete solution.

The addition of Angoss allows Datawatch to provide enterprise-scale, high value predictive analytics solutions for risk analytics, customer analytics, marketing analytics and sales analytics to new contacts within the Datawatch customer-base, adding citizen data scientists to our target user base.

Datawatch addresses a specified need for Angoss. Already well positioned as a Challenger in the 2017 Gartner Magic Quadrant for Data Science Platforms, data preparation was highlighted as a need for Angoss. The addition of Datawatch could accelerate the Angoss platform towards a Leaders status.

**What will the organizational structure be for Angoss within Datawatch?**

Angoss will become part of the Datawatch business, and will function as "Angoss, A Datawatch Company" for the foreseeable future.

**Is there customer base overlap between Angoss and Datawatch?**

Datawatch and Angoss do have some customers in common, particularly in the financial services market. The acquisition would provide the opportunity to offer broader data intelligence capabilities to both Datawatch customers and Angoss customers.

**Does the addition of predictive analytics take Datawatch into a new market?**

Angoss has a strong customer base for its analytics and data science capabilities. Angoss' strengths in predictive analytics complement the data intelligence solutions of Datawatch and expand its enterprise opportunities while also addressing the requirements of citizen data scientists.

**Will Angoss products be sold through Datawatch sales channels?**

Angoss products will continue to be sold through its direct sales team and any existing sales channels. Datawatch partners may inquire about adding Angoss solutions to their portfolio.