

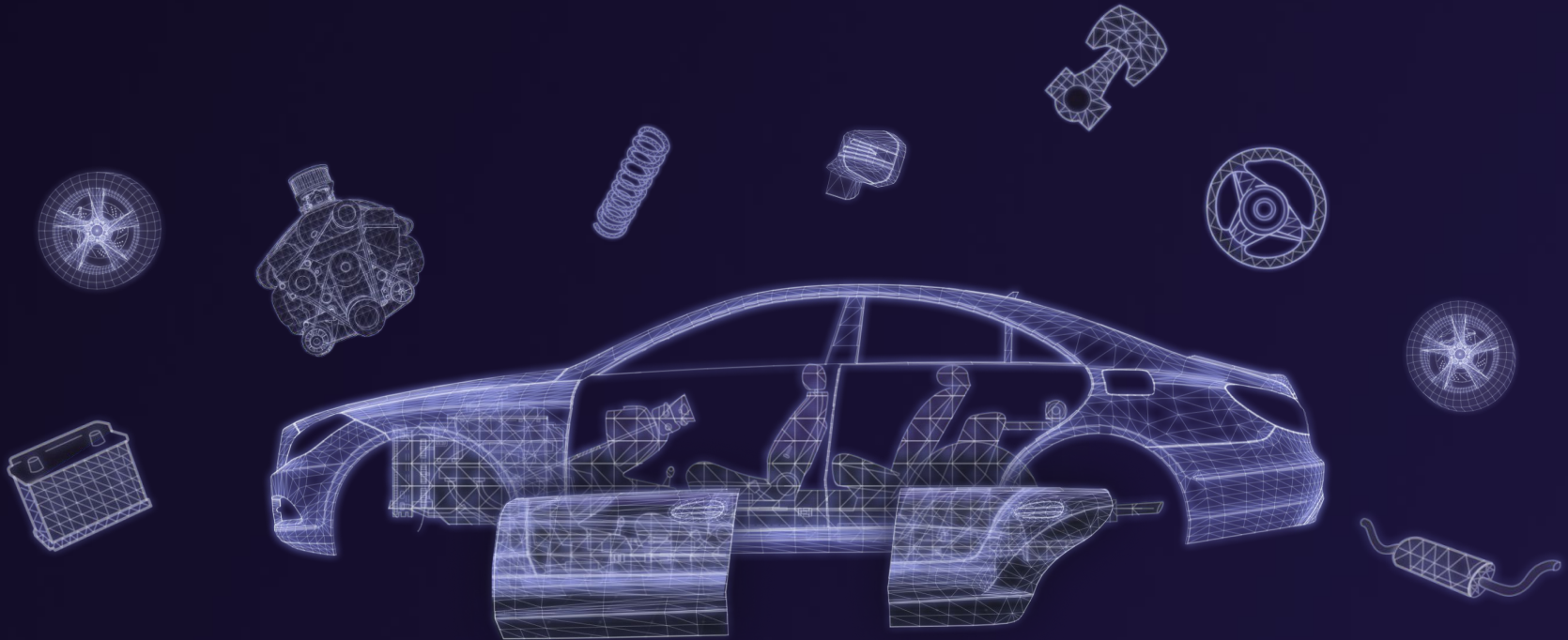


The Data Readiness Platform

For companies that want results
without the complexity

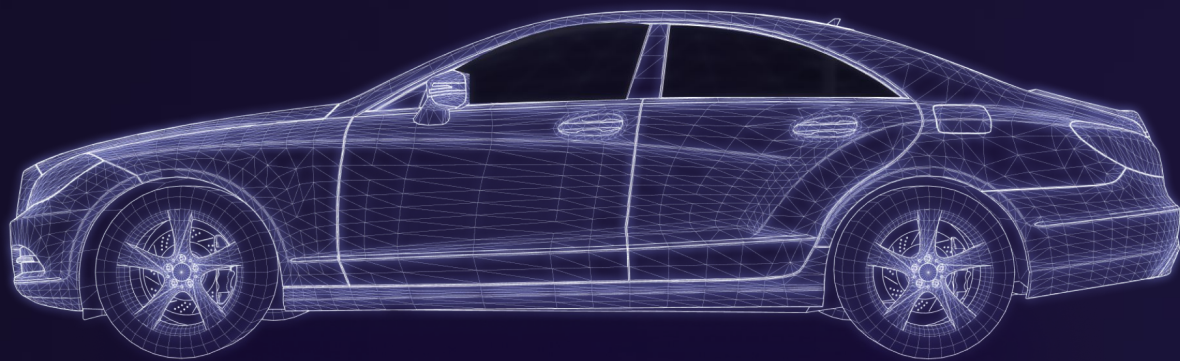
Without 5X

Building a data platform is complex, like
assembling a car from disparate parts



With 5X

You get a complete data suite. It's like driving a car
off the lot on day 1.



About 5X

Make Data Simple.

Our flagship product is a full stack data platform that comes with all of the different layers of a data platform out of the box. We also provide the people & services needed to deliver results without complexity.

50+ enterprises across 7+ industries

novo

TOP SHELF
INTERNATIONAL

MONICA VINADER

amalan

CUPBAP

xap

tripsout

28

LAUNCH
METRICS

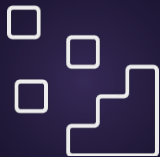
MANCHESTER
UNITED

BrandAlley

Building a data platform



Why do companies use 5X



Build a platform
from scratch or fill
in missing pieces

No more fragmentation.
Get started on day 1



Decrease TCO by
up to 30%

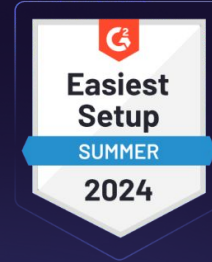
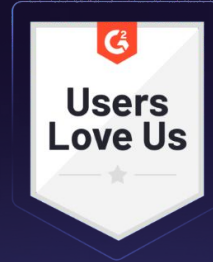
Integrated platform is
cheaper than managing parts



Integrated Data
consultancy Services

Deliver ROI with our
experienced data experts

Voted #1 by top data teams



“5X simplifies data management with a clean, user-friendly platform. It's our one-stop solution for all data needs, allowing us to manage tasks from a single pane instead of multiple tools.”

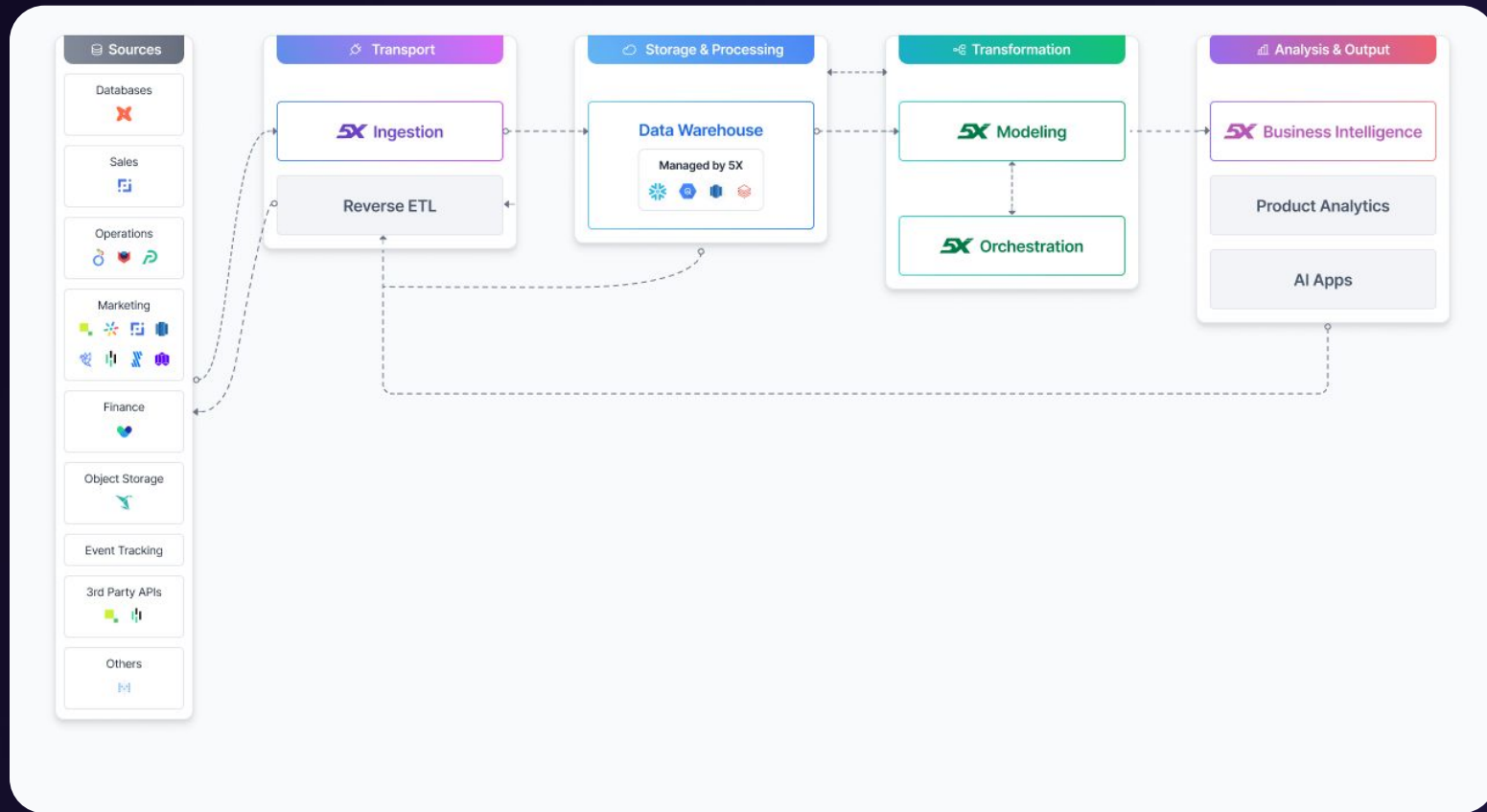


“As a new startup with no prior data and no in-house analysts, 5X guided us through the process, dispelling myths and simplifying our data setup”

01

Unified Platform

Data Platform Architecture



Ingestion: 500+ pre-built sources + custom connectors

🌟 Use case

Move data from source systems into data warehouse.

5X can build custom connectors for any data sources.

Powered by



Fivetran



Gravity

5X

Warehouse: Single source of truth of your data

🌟 Use case

Data warehousing to store and compute data into a single source for truth to power KPI reporting, data analysis, and ML & AI.

Powered by



Snowflake Bigquery



Databricks Redshift

The screenshot displays the Snowflake SQL interface. The top navigation bar includes the Snowflake logo, user roles (ACCOUNT_ADMIN, COMPUTE_WH), and a status indicator showing 1,308 rows in 3.4s. The left sidebar contains a search bar and a 'Data Sources' section listing various databases and tables. The main area shows a SQL query: `SELECT 'ice cream names', Stock FROM Ice_cream_stocks ORDER BY Stock ASC LIMIT 10;`. Below the query, the 'Results' tab is active, displaying a table with 10 rows of ice cream data. The table columns are Row, Ice Cream Name, SKU, Fat free, Stock, Stores, and Unit... The right sidebar shows a list of recent queries with timestamps.

Row	Ice Cream Name	SKU	Fat free	Stock	Stores	Unit...
1	Venomous Vanilla	TAG-280	Yes	123	3	\$11.99
2	Cookie Monster Mash	TAG-465	No	372	3	\$14.99
3	Mint Mayhem	TAG-332	Yes	123	8	\$16.99
4	Cinnamon Circus	TAG-211	No	234	3	\$19.99
5	Caramel Clown	TAG-321	Yes	532	4	\$8.99
6	Raspberry Riot	TAG-323	Yes	11	1	\$10.99
7	Pumpkin Pie Plot	TAG-283	No	232	5	\$12.99
8	Mysterious Mango	TAG-193	No	121	2	\$09.99
9	Witty Watermelon	TAG-037	Yes	089	3	\$11.99
10	Vanilla Vortex	TAG-001	Yes	283	6	\$6.99

Modelling & Orchestration: streamlined complex workflow

🌟 Use case

Clean, join and structure your raw data in a way to answer business questions.

The modeling layer becomes the foundation for AI.

Powered by



Dbt core



Dagster

The screenshot displays the Dagster Orchestration interface. On the left, a sidebar contains icons for various components. The main area is titled 'Orchestration' and has tabs for 'Job runs', 'Editor', 'Triggers', 'Logs', and 'Settings'. The 'Editor' tab is active, showing a workflow for the 'models/base' job. The workflow consists of two tasks: 1. A task named 'trigger_fivetran_ingestion()' which initializes a Fivetran client with an API key, specifies a connector ID for Google Analytics, and triggers a sync. 2. A task named 'pull_jaffle_shop(*args, **kwargs)' which clones a GitHub repository, sets up a local dbt environment, and pulls the repository. To the right of the code editor, a visual workflow diagram shows the sequence of tasks: 'Google analytics' (represented by a document icon) is connected to 'dbt' (represented by a document icon), which is then connected to 'Python Notebook' (represented by a document icon). A 'Commit and Push' button is located in the top right corner of the interface.

BI: analytics & reporting with embedding capabilities

🌟 Use case

Self service reporting to answer any business questions.

Powerful reports for any business stakeholder

Powered by



Superset

The screenshot displays the Superset Business Intelligence interface. At the top, there's a header with 'Business Intelligence' and tabs for 'Dashboards', 'Charts', and 'Datasets'. A 'Settings' dropdown is on the right. Below the header, a 'Dashboards' section includes a 'Bulk Select' button, a 'New Dashboard' button, and a download icon. A filter bar contains fields for 'NAME' (with a search input), 'STATUS' (dropdown), 'OWNER' (dropdown), 'FAVORITE' (dropdown), 'CERTIFIED' (dropdown), and 'MODIFIED BY' (dropdown). The main content is a table of dashboards:

Name	Status	Owners	Last Modified	Actions
☆ Sales Dashboard	Draft	M Mike	45 minutes ago	
☆ Revenue Dashboard	Published	B Baman	a day ago	
☆ Customer Churn Dashboard	Draft	J Jamie	a day ago	
☆ Daily Visitors Dashboard	Published	J Joy	a day ago	
☆ Marketing Dashboard	Draft	J Jonathan	3 days ago	

Manage users & vendor usage from a single platform

Team CR In SX Outside SX + Add a User

User	SX Role	Warehouse Role	Actions
Mike Tyson miketyson@nasa.co	Admin	ACCOUNTADMIN	⋮
John Doe johndoe@nasa.co	Developer	SECURITYADMIN	⋮
Richard Roe richardroe@nasa.co	Member	SYSADMIN	⋮
Mike Tyson miketyson@nasa.co	Admin	DBT_ROLE	⋮
John Doe johndoe@nasa.co	Developer	DEV_ROLE	⋮
Richard Roe richardroe@nasa.co	Member	No Access	⋮

Teams: Role Based Access Control

Utilization CR Overview Ingestion Warehouse Jobs

Utilization period from 01 Dec '23 - 14 Dec '23 (MTD)

Month-to-date Spends Month-to-Date Year-to-Date Custom

\$1,819
+ 12% vs compared to last 3 months avg

End-of-Month Forecast
\$1,819
+ 17% vs compared to last 3 months avg

5X Credits Summary

Metric	Value	Avg. daily
Spend in USD	\$1,000	\$71.42
Spend in 5X credits	500	35.71

Snowflake Credits Summary

Metric	Value	Avg. daily
Spend in USD	\$472	\$31.46
Spend in credits	236	15.73

Total Spends

\$1000
\$800

Utilization: daily spending & annual forecast

02

Consultancy

Why choose 5X services?

25%

of the price of
US based data
consultancies

80%

customers are
based out of
the USA & Europe

10+

certified service
partners

(e.g. snowflake, dbt, fivetran,
databricks, rudderstack, heap)

5X consultancy & services

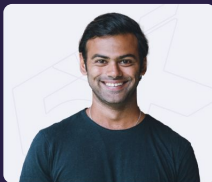
- Current state analysis, new tool recommendations & implementations
- Data engineering, data analytics, dashboards
- Advanced analytics, data science, AI/ML use cases
- Cost optimization
- Data culture, education & training
- Hiring and team building

03

Appendix

Deep domain expertise

Founders



Tarush Aggarwal

Founder & CEO

Leading expert on empowering businesses to become data-driven. Tarush was one of the first data engineers in the valley at [Salesforce.com](https://www.salesforce.com). He's led data at WeWork, where he built a 100-person data group.



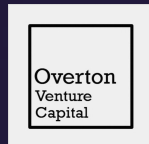
Qi Wu

Co-founder & Head of Consultancy

Qi has spent her professional life scaling data teams & driving data adoption at high-growth tech companies. She established the data analytics foundations at Uber Eats, WeWork and Ant Financials (Alibaba).

Investors

FLYBRIDGE




Alumni Ventures

**IKIGAI
CAPITAL**

OUTBOUND'
CAPITAL

Case studies



From data chaos to clarity: 5X delivers turn-key data analytics platform for Upright



Cupbop gains growth insights with 5X



\$350,000 savings per year & 20% boost in data team productivity

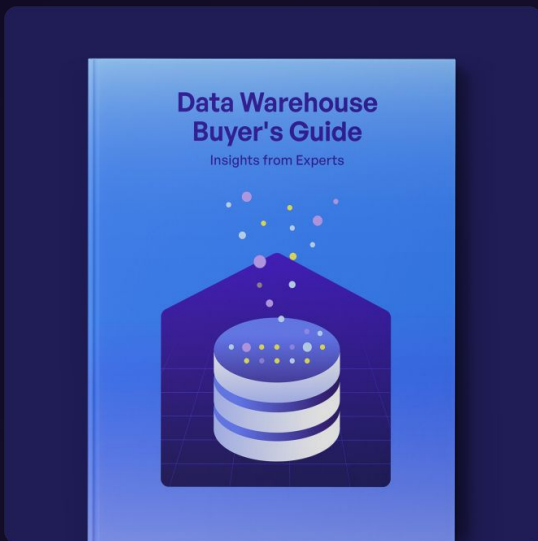


Top Shelf realized a 30X faster time-to-setup

<https://www.5x.co/case-studies>

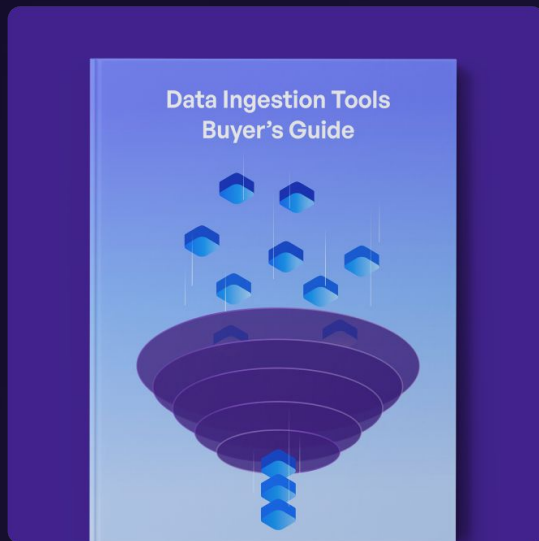
Buyers guide

Data warehouse



[Read now](#)

Ingestion



[Read now](#)

Business Intelligence



[Read now](#)