

DRIVING ENTERPRISE TRANSFORMATION

BEHIND THE DESIGN

Pivotal®

SYNOPSIS

Pivotal was founded in April 2013 and is a venture that combines tech giants like EMC, VMWare, GE, and Pivotal Labs. Their work lives at the nexus of cloud computing, big data, and agile development practices.

On-site workshops, extensive interviews, and innovative design practices proved effective at helping to break down barriers between divisions, and unifying their corporate story. Digital Telepathy redefined their visual identity and architected a site that communicates Pivotal's diverse set of products and services in one, cohesive experience.

IMPROVEMENTS & RESULTS

- Greater understanding of buyer personas
- Improved site architecture
- Illustrations and marketecture diagrams
- Digital brand style guide



Introduction

Like all great tales, we'd like to start at the beginning. Once upon a time is kind of the best lead-in, right? Our very first encounter with Pivotal was way back in 2011. We had just finished helping Eric Ries create theleanstartup.com and we were presenting the first Lean Startup track at SXSW. Back then, they were Pivotal Labs.

Over the years, we spent a lot of time together at conferences and at each other's respective offices. We both worked with startups so we had a lot in common. As the friendship grew stronger, we learned Pivotal's approach for agile development services and shared our lean

UX principles with them—the friendship unfolded organically.

Since its inception, Pivotal Labs had established itself as a leader in software development, even teaching Google Development Teams how to be [agile](#). They were also known for: “creat[ing] a layer of software that will serve as a development platform that will reside above conventional operating systems, like Linux or Windows,” explained Paul Maritz, current CEO of Pivotal, in an interview with the Wall Street Journal. This is known as PaaS, or Platform as a Service and represents the cloud computing side of their business.

During its decades long history, Pivotal Labs has developed recognizable products for many well-known brands from BMW, Twitter and Southwest Airlines, to Philips, Groupon, Humana, several global banks and even Hulu. The list is [endless](#). They’re the Real McCoy.

In April 2013, tech history was made when GE provided a \$105 million investment to help fund a joint venture between EMC-Pivotal Labs-VMware. Plus, “GE has pledged to invest [\\$1 billion](#) in software for what it calls the industrial Internet,” all with the help of the company now known as Pivotal.

Who’s EMC? If you didn’t know, EMC is a globally recognized leader in big data storage. [EMC](#) “has a long history of buying startups, finding ways for them to collaborate, and conducting spin-offs, as necessary, to adjust for potential conflicts with customers or partners.” They also [purchased](#) VMware, but then “spun it off as an independently managed public company; that way, VMware has an easier time working with EMC competitors and vice versa.” Sound familiar? It’s the same process EMC used with Pivotal Labs, too. The convergence of these services represents Digital Transformation, the ethos that will guide Pivotal for years to come.

Flash forward to 2014 when Pivotal’s new VP of Marketing, Michelle Kerr, reached out to DT and asked us to help Pivotal establish a visual identity to support the next chapter in their history. A chapter we’re excited to be a part of.

We’ll discuss how we worked together to accomplish the unification of these three tech behemoths—what at first seemed an impossible task. DT’s project team brought three decades of expertise to the project and worked in concert to create Pivotal magic—but we also occasionally pulled in our Director of Services, David Nguyen, and Jamie Hamel-Smith, a Senior Web Developer, too, for added expertise. Our aim is always to provide tremendous value to our clients, and, in Pivotal’s case, this meant having a solid understanding of

complex topics, such as, containerization, platform as a service and data science.

DT's Cast of Characters

Pivotal's Cast of Characters



Brent Summers

Senior Strategist



Dan Trenkner

Art Director



MK Cook

Lead Designer



Samantha Anderson

Content Strategist



Michelle Kerr

Vice President of
Corporate Marketing



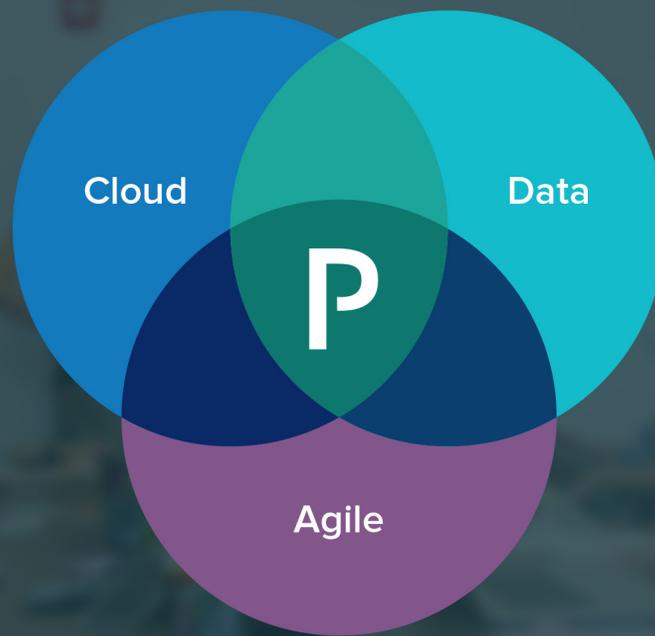
Michael Weir

Senior Director of
Corporate Marketing



Lauren Volpi

Director of
Digital Marketing



Establishing a Unified Identity

What we soon discovered—which wasn't really all that surprising—is that working with a company formed from three well-established brands would be a unique challenge. Pivotal has three distinct sides of their business each with their own leadership and marketing strategies. We knew it would be essential to establish strong relationships with our primary stakeholders in corporate marketing and the department heads in order to perforate the natural barriers that exist in larger organizations.

Uncovering the Friction Through Research

As with all of our engagements, we began the design process by getting to know the landscape. We interviewed six Pivotal executives, including Scott Yara, their President, and Richard Snee, their CMO, as well as a large portion of their sales team. And we consumed many hours of video content from conferences that showcased some of the thought leaders that Pivotal has on staff. Stakeholder interviews helped us understand each person's unique perspective and identify common ground within their teams that would allow us to create an identity for Pivotal that would be appealing to all of them.

By delicately sorting through the politics that come along with any merger, we found several consistent points and a few sources of friction. Pivotal is

young. Even though Pivotal Labs has rich lineage as an entity, Pivotal was just 18-months-old when we began working them. They had not yet developed their own mature identity. That was our objective: create a visual identity that everyone in the company could stand behind. Pivotal's ethos, Digital Transformation—which literally means the melding of cloud, big data, and agile development practices to revolutionize businesses—inspired us as well, so we used that to guide our early design progress in how to successfully design an experience that was worthy of the Pivotal name.

As we moved forward through our research, we created moodboards (shown on the next page) to explore of a variety of styles and suss out the correct aesthetic. During our moodboarding process, we evaluated typography, use of color, photography and illustration styles. Photography and illustrations were hard to nail down this early on in the process, so we decided to tackle those decisions later on once we had a bit more established using the desired typographical style, color palette and overall essence as our anchor points. The moodboarding process created alignment between our two teams and provided a solid direction for moving forward with design strategy.

Stakeholder interviews helped us understand each person's unique perspective and identify common ground within their team that would allow us to create an identity for Pivotal that would be appealing to all of them.

Objective: Create a visual identity that everyone in the company could stand behind.

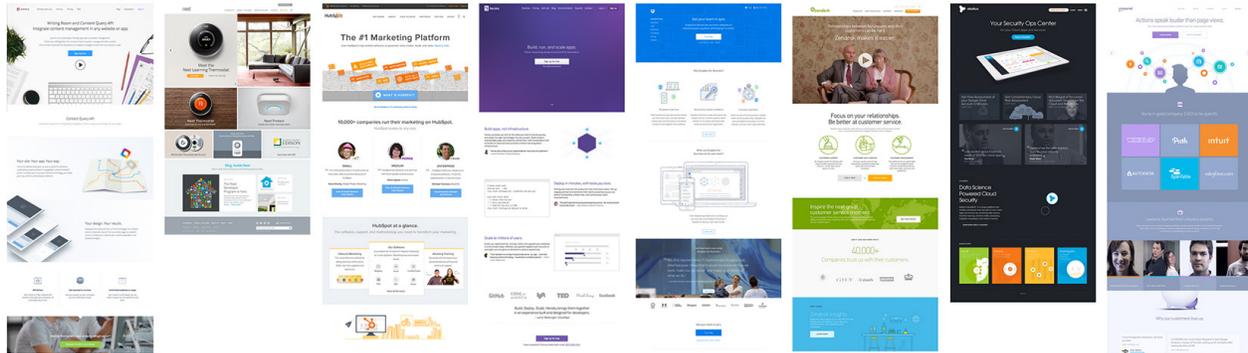
There were some no-fly zones (creative constraints) that we established with Pivotal right up front.

- The logo is set.
- Stick with their core color, which was coined PivoTeal.



Minimal use of color

Heavy use of color



TYPOGRAPHY

Fonts Used



[Top] For Pivotal we knew that visual assets were going to be hard to come by, so we stressed the importance of using color as a design element.

[Left] To support the modern tech typography identity, we recommended the following supporting typefaces—Roboto and Proxima Nova. These high-quality web fonts achieve the desired visual identity and provide many weights to support their complex content hierarchy.



MELISSA
Line of Business



Married with two kids, in mid-30's.

BEHAVIORS

- Meticulous and metrics-centric
- Provides timely responses even though they're swamped with a full calendar
- Willing to trust capable partners
- Focused on end-user satisfaction

TECHNICAL VISION / CROSSING THE CHASM

Old school Late adopter Modern

DRIVER

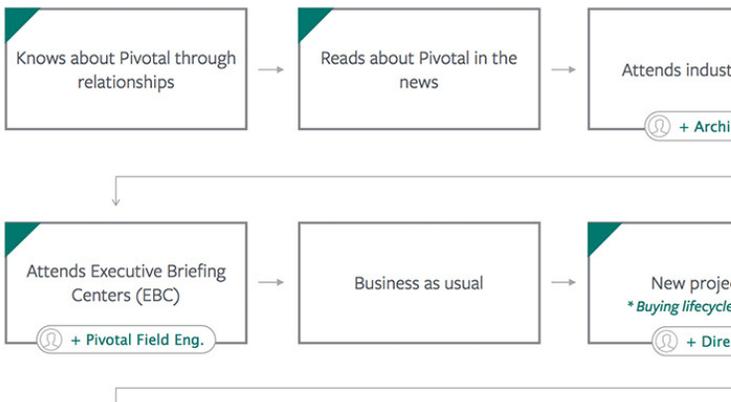
Pure technology Mutually beneficial Business results



FRANK
General Manager

BUYING LIFECYCLE: 6 months

BUYING TRIGGERS: Belief in roadmap, positive references, buy-in from constituents



VICTOR
VP of Information Technology

Approaching 50 with kids at home. He's changed companies a few times to move up.

BEHAVIORS

- Active outdoorsman
- Asks a lot of hard questions (born from experience)
- Trusts and defers to his team members - sometimes afraid to make decisions
- Dedicated to advancing the business mission

NEEDS AND GOALS

- Ship an outstanding product on-time and be able to support it long-term
- Continuous improvement of his personal and team's performance

Creating User Empathy Amongst Stakeholders

Before we could confidently create an information architecture, we first needed to understand the type of customer Pivotal wanted to attract. We believe that successful UX hinges upon having a clear understanding of your users, including their needs and goals. Persona development is a standard part of our design process, and our lean approach to this crucial deliverable always includes direct involvement from a cross-functional client team. We went on-site to Pivotal to conduct a collaborative proto-persona exercise to help our

stakeholders (and us) empathize with their buyers. We also came out of this exercise with a better understanding of the Pivotal sales process.

How Personas Influenced Our Design Decisions

We uncovered five user personas with varying degrees of technical aptitude. Using a top-down approach for the content architecture with a page, we kept the high-level, easy-to-digest content at the top of each page. For instance, to appeal to the non-technical personas—the “Melissas,” in their target audience—we needed to communicate the benefits of their products and services in plain English.

As we moved to designing Pivotal’s product pages, we flowed from basic benefits to more technical features, with the most technical developer-centric content at the bottom of the page to appeal to the “Paresh” personas.

We also noticed some similarities between “Frank” and “Victor,” the more senior targets. Both personas are interested in results and are on the road, a lot. They require portable information in order to make decisions. To solve for this, we made Pivotal’s case studies and product information downloadable, so that no matter if they were traveling in the friendly skies or commuting in a crowded subway with no access to the web, these busy executives could review documents saved to their favorite device.

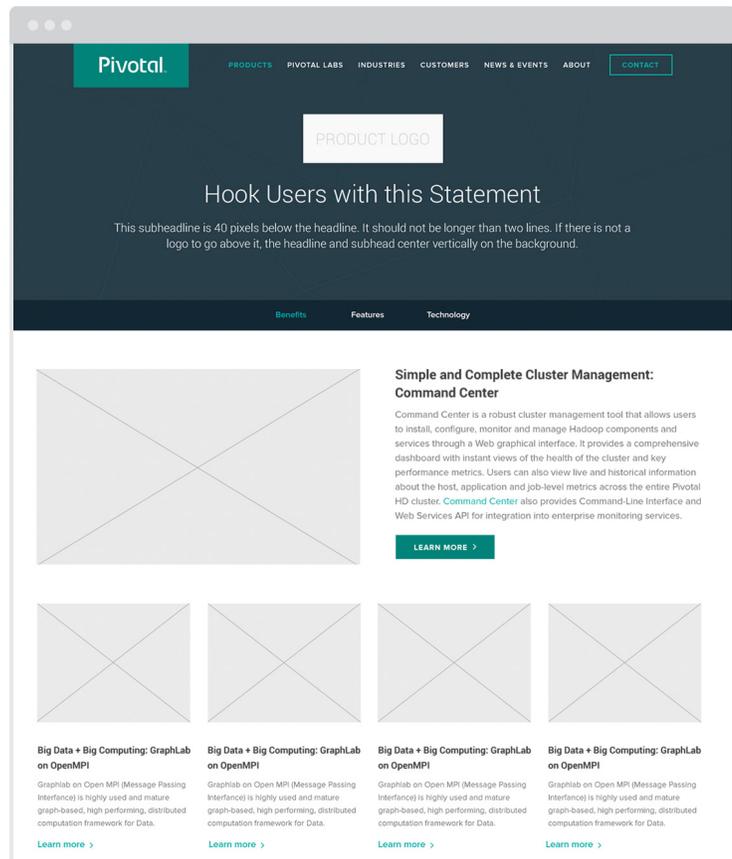
As is so often the case with large-scale redesign projects, Pivotal wanted to completely rewrite their content. To facilitate the content creation process, we designed “content structures” that included placeholders for different layouts and combinations of copy elements. This enabled the Product Marketing



[Above] Communicating the benefits and features of technical products is always a challenge. To meet the needs of Pivotal’s diverse audience, the top of the page uses words anyone can understand and gets increasingly more complex further down the page.

teams at Pivotal to write copy in web-friendly formats while simultaneously allowing us to keep moving forward with placeholder copy that would eventually be replaced by plain English in similar lengths and structure.

While the Pivotal Product Marketing teams worked on their content, DT sought opportunities to keep moving the project forward. Dan and MK found some low-hanging fruit first: Press releases. Since old press releases wouldn't be updated, they were able to gain some initial momentum. We wanted to make readability a key focus on the new design, and press releases are now crisper, clearer and more easily digestible than in the previous version of Pivotal's site.



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Case studies seemed like another “easy win.” How foolish of us. Soon after diving into the depths of Pivotal’s portfolio, we realized there were hundreds of case studies. In addition, there was a seemingly equal amount of varying opinions about which case studies should be featured. We decided to create some hierarchy and deemed customers who use Pivotal’s trifecta of services worthy of a Customer Spotlight. This strategy brought Philips, Core Logic, Indian Railways, and a few other select organizations, to the top.

The screenshot displays the Pivotal website's case study section. At the top, there are four spotlight cards for Bakrie Telecom, SBI, Zions Bancorporation, and Tranquilidade. Below these is a grid of logos for various clients including Monsanto, Citic Securities, CoreLogic, SBI, Tinkoff Bank, and UnionBank. A filter interface is visible, allowing users to select an industry and products/services. On the right, a detailed case study for Hulu is shown, featuring a quote from a representative and a list of challenges, solutions, and key benefits.

Spotlight Cards:

- Bakrie Telecom:** Empowering Decision Makers with Greater Access to Data
- SBI:** Achieving Significant ROI with Improved Performance and Scalability
- ZIONS BANCORPORATION:** Facilitating Data Analysis to Better Understand and Serve Customers
- TRANQUILIDADE:** Utilizing Better and Faster Intelligence to Improve Strategic Decision Making

Filter Interface:

- Industry: [Dropdown]
- Products & Services: [Dropdown]
 - All
 - Pivotal Big Data Suite
 - Pivotal Cloud Foundry
 - Pivotal GemFire
 - Pivotal Greenplum Database
 - Pivotal Labs
- Topic: [Dropdown]

Case Study: Hulu

Challenges

- MySQL overwhelmed by the writes
- Memcached could not be replicated across datacenters to distribute load
- Latency on queries with degraded performance
- No high-availability strategy

Solution

- Redis

Key Benefits

- Accelerated writing and retrieval of information with 800% performance improvement

Quote: "We chose Redis because it was simple to set up, had great documentation, offered replication and allowed us to use data structures. Data structures are extremely powerful and allow us to architect solutions to many use cases very efficiently."

Of course, we couldn't ignore the rest of the awesome case studies. Just below the Spotlights is a series of dropdown filters that allow site visitors to refine the huge library of remaining case studies. This UI enables potential customers to easily find companies in a similar industry or using a specific product. The goal is to help potential clients see that Pivotal has worked with companies just like them.

No matter if you're a "Victor" or "Frank," "Melissa" or "Paresh," the architecture divulges the necessary details. Some people may just look at the impressive roster of past clients, while others, like Paresh, may select a specific case study and dive deep.

TYPOGRAPHY

Aa

Proxima Nova Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aa

Roboto Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

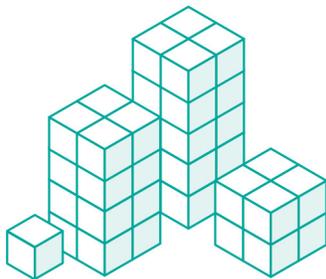
INDUSTRY ICONS



Creating Visual Glue

After establishing visual glue with content structure, typeface and colors, we moved into illustrations. Complex concepts can oftentimes be communicated more effectively with a carefully crafted icon. So, we designed a comprehensive icon pack that Pivotal can use across their suite of products on their site, in pitch decks, and anywhere else that makes sense.

Secondly, to create consistency for Pivotal, we supplied them with a Style Guide to establish and codify all these new elements. Now, all the aesthetic rules and final decisions are in one place. Plus, the Style Guide shows the rationale for the design choices. From quote style, to typeface and button parameters, to how to treat photos—it's all there.



Online Style Guide

LOGO



COLOR PALETTE

Brand Colors



Typography Colors



BUTTONS

Large Buttons

Hover state should transition to desired color at 200 ms. Button color does not define button text.



Medium Buttons

Height = 40px. Hover state should transition to desired color at 200 ms. Text size = 13 pt, kerning 60. Button color does not define button text.



TYPOGRAPHY

Fonts Used



Heading & Copy Styles for large screen sizes (Tablet - Desktop)

This is an H1 Lorem Ipsum Dolor Sit Amet, Consectetur Adipisc. • Roboto Light 48/56 • Title Case

Feature copy Cloud Foundry adds Swisscom to roster; Summit brings together the very best in open source to exchange ideas and shape the direction and adoption of Cloud Foundry. • Roboto Light 22/30

This is a H2 Section Title. • Roboto Light 30/38 • Title Case

Body copy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore in line link. Ut enim ad minim veniam, quis nostrud exercitation ullam ea commodo consequat. • Proxima Nova Regular 18/26.

View all >

This is a h3 headline. • Roboto Bold 22/30

Body copy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut. • Proxima Nova Regular 18/26.

This is a h4 headline. • Roboto Bold 18/26

Description copy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut up ea commodo consequat. • Proxima Nova Regular 16/24.

THIS IS A H5 USED FOR LABELS & BUTTON TEXT. • PROXIMA NOVA BOLD 14/18

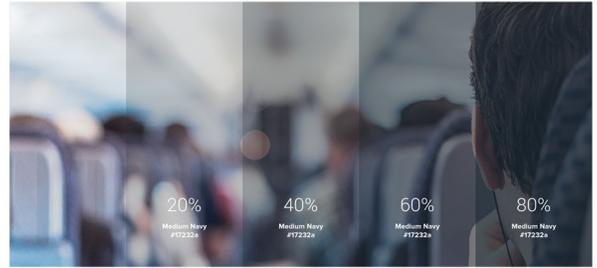
Caption copy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud in line link ullamco laboris nisi ut aliquip ex ea commodo consequat. • Proxima Nova Regular 14/20.

"Quote style dolor sit amet, consectetur adipiscing elit. Pellentesque rutrum tempus elit at blandit. Duis id felis maximus, rhoncus t. Roboto Slab 26/34."

Bob Young
Vice President and CTO, Southwest Airlines

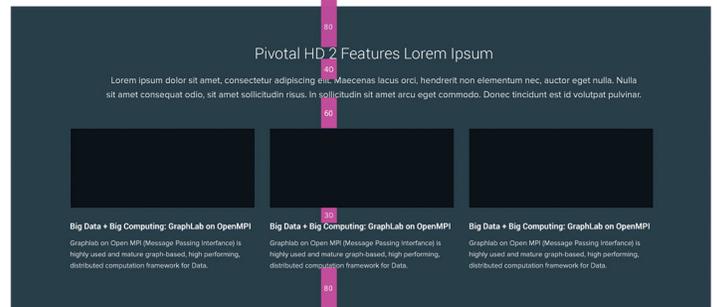
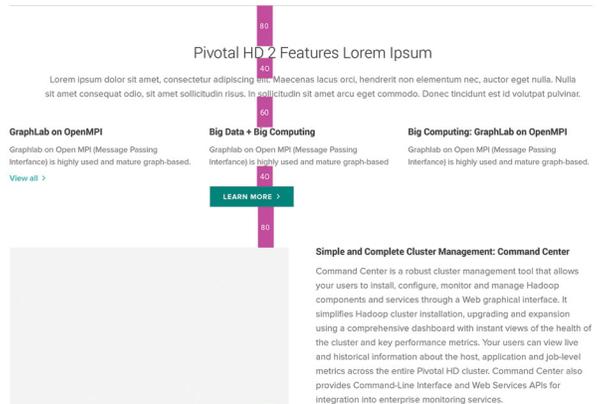
PHOTO TREATMENT

Medium Navy (#7232a) overlays may be used on photos to make text legible and provide contrast between adjacent sections.



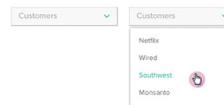
SPACING

Spacing is dynamic based on the page elements and is important for establishing visual flow and hierarchy.



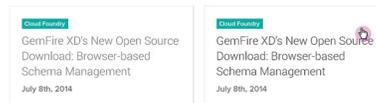
DROPDOWN MENUS

Dropdown menus fire on click.



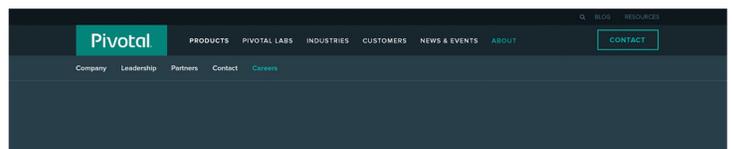
FEATURED / RESOURCE MODULES

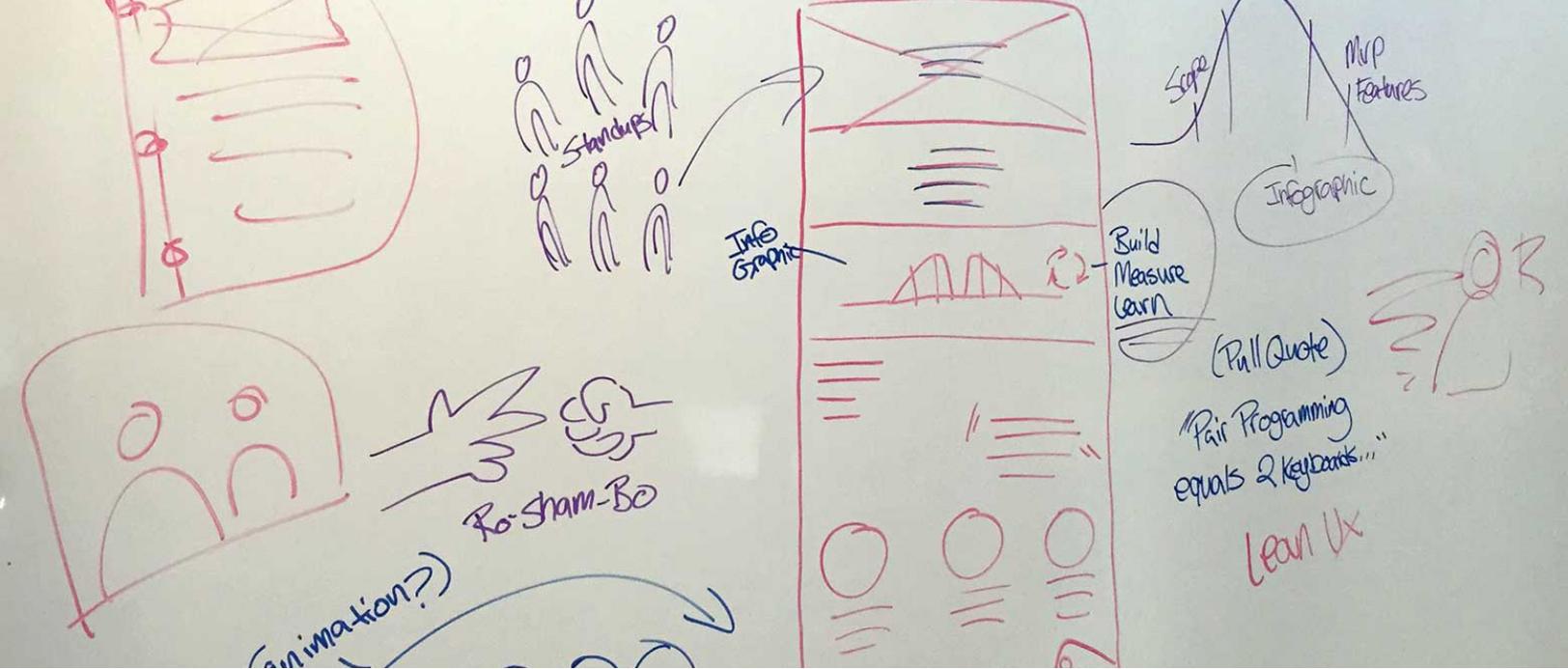
Hover darkens stroke and changes link color from #666666 to #333333



NAVIGATION

Active states should be #00a79c. Subnavigation can be used on light, dark and photo backgrounds (link color and hairline change appropriately).





Pairing with Pivots

After most of the really hard work of forming a visual identity had come to a head, per our recommendation, Pivotal decided that they would fold the Pivotal Labs site into their new corporate site.

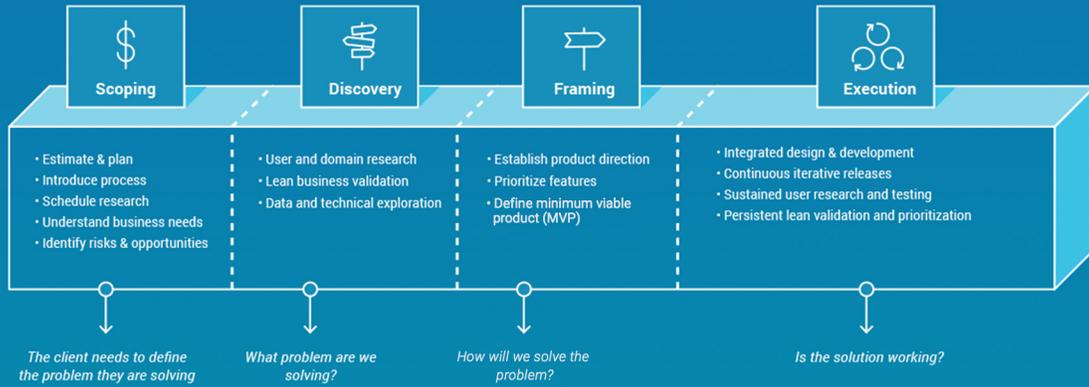
Brent, Dan, and Sam headed back to downtown San Francisco for another round of in-depth interviews with 12 Pivots (that's what the talented folks who work in Labs are called) who helped us understand their hallowed "two heads are better than one" philosophy.

We love the colorful palette choice, and the breezier feel that comes from the whitespace around images and copy. As the most progressive division of the newly formed company, the Pivotal Labs section reflects a more punchy, fun aesthetic that is coupled with a very intentional narrative. This leaves a window open for the other divisions to evolve into the more friendly (less corporate) style that the Labs section evokes.

Everyone here at DT and especially the Pivotal team were pleased with the rich, raw photo style that emerged. These images are all treated to create a cohesive feeling and the lifestyle images help soften the site's technical content and remind visitors that software can elevate the human experience.

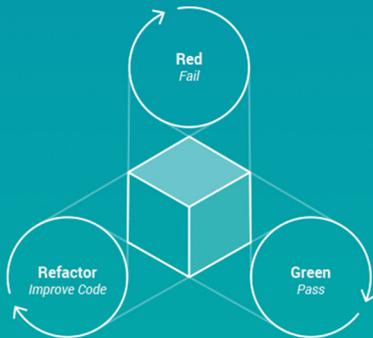
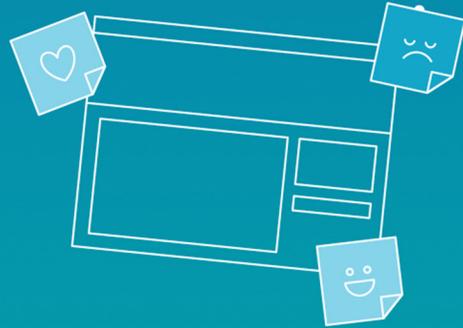
Build from What You Know, Not What You Think

Pivots and your team dive into the “what, why and how” to discover and prioritize the best features that will help meet your end goal. It is all about your user. We need to know, not guess, what they need and want from your product.



A-B-T, Always Be Testing

We hear anecdotes and feedback directly from your users, and then prototype on paper and whiteboards to quickly test our hypotheses. Every decision we make is validated: usability testing is done weekly to rapidly test and assess features and functions to be sure the product is always on the right track.

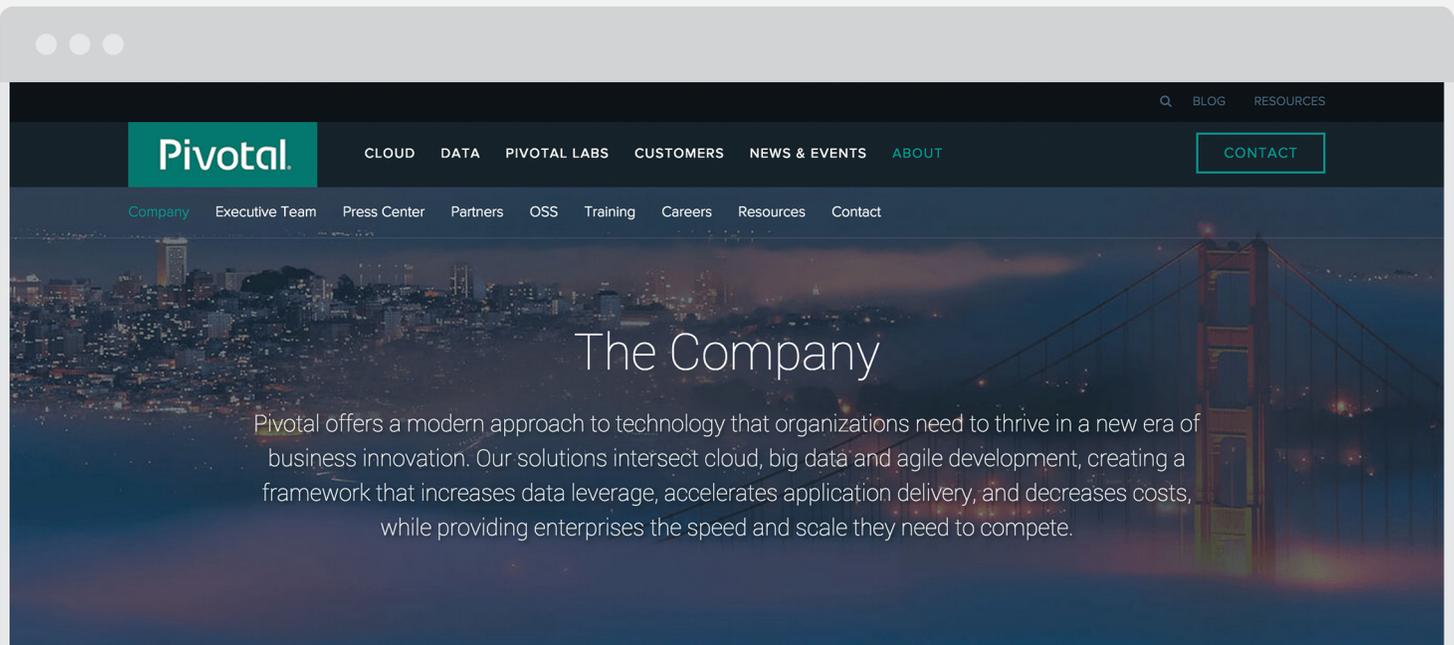


Red. Green. Refactor.

We work in weekly iterations with short feedback loops to build products efficiently, learn rapidly, and deploy continuously. Each week is a new opportunity for us to define priorities and build the right thing, right now. Through test-driven development, the products we build are always reliable.

Big Data, Big Insights

From finding the right product features, to using predictive models to unearth patterns and forecast future outcomes, **Data Science** gives you the insights you need to make better business decisions.



The Company

Pivotal offers a modern approach to technology that organizations need to thrive in a new era of business innovation. Our solutions intersect cloud, big data and agile development, creating a framework that increases data leverage, accelerates application delivery, and decreases costs, while providing enterprises the speed and scale they need to compete.

Pivotal Powers Digital Transformation

Pivotal is a trusted partner for IT innovation and digital transformation, enabling enterprises to provide modern software-driven experiences for their customers and workforces.



Platform at Your Service

Pivotal is pioneering an open vision for cloud-based computing, enabling rapid speed to market and continuous availability for applications. Pivotal



Business Value from Your Data

All-in-one and end-to-end, your big data has never been so useful. Store everything, analyze anything, and build the right thing. Pivotal Big Data Suite



Transform the Way You Build Software

Our team of world-class agile developers and designers work in concert with you to solve real problems and transform the digital experience.

The Big Picture

We think it's important at this point to show you how all these design decisions came together to create an awesome experience. Once you view the site, you can truly appreciate the fluidity of the style, the consistency of the color palette and the visual cohesion that the combination of style, color and typeface provides.

Pivotal CLOUD DATA PIVOTAL LABS CUSTOMERS NEWS & EVENTS ABOUT CONTACT

Powering Enterprise Transformation

Pivotal powers enterprise transformation for customers across every industry

PHILIPS
Philips improves people's lives through meaningful innovation.
[Learn More >](#)

Join the Cloud Foundry Revolution.
A two day event leveraging the industry's leading open source platform as a service. [Learn More >](#)

- CLOUD**
Pivotal Cloud Foundry Roadshow
Prague - Dec 2-3
- DATA**
Pivotal Releases Geode
Las Vegas - Dec 8-10
- AGILE**
Pivotal Innovation Workshop
San Francisco - Jan 5-6

Enterprise IT Transformation

The combination of world leading agile development services, an open cloud platform and open suite of big data products accelerate innovation cycles for our customers.

- Pivotal Big Data Suite***
Platform at Your Service
Pivotal is pioneering an open vision for cloud-based computing, enabling rapid speed to market and continuous availability for applications.
- Pivotal Cloud Foundry***
Business Value from Your Data
All-in-one and end-to-end, your big data has never been so useful. Store everything, analyze anything, and build the right thing.
- Pivotal Labs***
Transform the Way You Build Software
Our team of world-class agile developers and designers work with you to solve real problems and transform the digital experience.

Pivotal CLOUD DATA PIVOTAL LABS CUSTOMERS NEWS & EVENTS ABOUT CONTACT

CF Pivotal Cloud Foundry®

Platform at Your Service

Govern your application lifecycle with a modern IT platform that accelerates software development without compromising operations

Benefits How it Works Technology Capabilities Get Started Downloads Docs

Streamline application development, deployment and operations on a centrally-managed Platform as a Service for public and private cloud.

- Time To Market**
Seize market opportunities with the platform agile organizations depend on to deliver cloud native, scalable applications with minimal risk.
- Operational Agility**
Achieve responsive IT operations with full visibility and control over your application lifecycle, provisioning, deployment, upgrades and security patches.
- Automated Deployment**
Enable developers to focus on delivering applications with the platform standardizing self service deployment across industries and infrastructures.

How Pivotal Cloud Foundry Works

- Provision**
Create your cloud-ready application.
 - Develop your application in Java, Ruby, Python, Go, PHP or Node.js.
 - Attach production-ready databases, messaging, mobile and big data services.
 - The platform provisions servers, network and storage using your application policies.
- Deploy**
Automated deployments that:
 - Build cross-platform, isolated application containers from your code and dependencies.
 - Instrument your application for central logging, monitoring and recovery.
 - Go live with continuous delivery and zero downtime.

Pivotal CLOUD DATA PIVOTAL LABS CUSTOMERS NEWS & EVENTS ABOUT CONTACT

Pivotal Big Data Suite Pivotal Geoproc Pivotal Greenplum Database Pivotal HD Pivotal HAWQ

Pivotal Big Data Suite

Open. Agile. Cloud-Ready

Transform to a Data-Driven Enterprise

Benefits Features Technology Downloads Docs

- Become Agile**
Quickly deploy and manage an analytics-oriented business data lake. Empower score processing power in public or private clouds for advanced analytics using Structured Query
- Discover More Insights**
Become a predictive business by leveraging advanced analytics sitting enterprise SQL on Hadoop and an analytical database. Gain deeper insights than ever before through high-dimension enterprise.
- Innovate at Scale**
Turn insight into action by creating predictive analytic applications at any scale. Deploy differentiating customer experiences, including mobile applications, with smart, context-aware

Gartner
PIVOTAL IS A VISIONARY

"Pivotal continues to demonstrate market vision, addressing both the needs of operational and transactional processing..."

Mark A. Beyer and Rosanne Ejjali
Gartner Magic Quadrant for Data Warehouse and Data Management Solutions for Analytics

[GET THE REPORT >](#)

Trusted by companies around the globe

Southwest ZKNS BANCORPORATION 中信銀行 CHINA CITIC BANK Bakrie Telecom

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Pivotal Partners

Making the Next Great Software Platform Together

- Technology Partners**
Test, integrate and package joint products. Partner with Pivotal. Go faster. [Learn More >](#)
- Global System Integrators**
Delivering impactful and strategic business solutions on a global scale. [Learn More >](#)
- EMC Federation**
EMC, Pivotal, RSA and VMware form a unique federation of strategically aligned businesses, each focused and free to innovate individually or together. [Learn More >](#)
- Value Added Resellers**
Pivotal participates in the EMC Business Partner Program to deliver Pivotal products to market through Value Added Resellers. [Learn More >](#)

Pivotal Academy Partner Education

Pivotal provides partners a full portfolio of education products and services from sales, technical and delivery and development courses. We offer online learning, instructor-led training classes or we can customize training to be delivered at your on-site location.

Visit Pivotal Academy to learn more about our Partner Education program >

CLOUD
Pivotal Cloud Foundry

DATA
Pivotal Big Data Suite
Pivotal Geoproc
Pivotal Greenplum Database
Pivotal HD
Pivotal HAWQ

DOWNLOADS

DOCUMENTATION

SUPPORT

PIVOTAL LABS

CUSTOMERS
Show All Customers
Aval Springer
Bakrie Telecom
China CITIC Bank
Comcast
H&M
Indian Railways
Philip
S&P Securities
Southwest Airlines
TransUnion
WGSN Group
Zions Bancorporation

ABOUT
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What's interesting about the cloud and the fundamental force enabling new use cases and new applications is that it's not about individual machines, but a group working together.

Paul Maritz
CEO

Press Coverage

- Container Rivals Bury The Hatchet, Forge Single Standard** - Jun 22, 2015
- Alan Turing Institute Head Howard Covington has Opportunity to Boost UK Economy** - Jun 16, 2015
- CenturyLink Extends in Slough and Adds Cloud Foundry Support** - Jun 16, 2015
- Embrace the Era of Digital Economy** - Jun 16, 2015
- EMC, Vodafone Partner on Internet of Things Platform** - Jun 16, 2015
- Race to the Finish Line as EMC Unveils Data Behind Why Motorcycle Legend Reigns Supreme** - Jun 16, 2015
- Dataguize Launches DgSecure Version 5.0**

Press Releases

- Pivotal Acquires Quickstep Technologies** - Jun 8, 2015
- Dell Expands Digital Services Portfolio to Include End-To-End Application Services on Pivotal Cloud Foundry** - May 14, 2015
- Pivotal and Mirantis Forge Partnership to Deliver Cloud Foundry on OpenStack** - May 11, 2015
- New Cloud Foundry Service Broker Updates** - Jun 22, 2015
- Pivotal Big Data Suite Sets Purdue University Students Up For Success** - Jun 19, 2015

Recent Blog Posts

- Making Or Saving Money With Big Data** - Jun 24, 2015

Pivotal Big Data Roadshow
Open. Agile. Cloud-Ready.

Events

- DevOxx Poland** - Jun 22 - 24, 2015 • Poland • Conference • Cloud
- Jenkins Conference / CD Summit: Europe** - Jun 23 - 24, 2015 • London • Conference • Cloud
- Big Data Day LA** - Jun 27, 2015 • Los Angeles • Conference • Big Data
- In-Memory Computing Summit 2015** - Jun 29 - 30, 2015 • San Francisco • Conference • Big Data
- SG Conference & Expo**

Upcoming Courses

- HAWQ Architecture and Implementation** - Jul 7, 2015
- Spring XD (EMEA)** - Jun 7, 2015
- Spring XD** - Jul 16, 2015
- EmberJS NYC** - Jun 25, 2015
- SF: Bringing Commercial Software to Open Source** - Jun 25, 2015
- SF: Hands-on Learning with Apache Geode** - Jun 25, 2015

Pivotal Acquires Quickstep Technologies
Acquisition of Next-Generation Query Execution Technology Strengthens Pivotal Data Business and Offerings

Summary

Pivotal has acquired Quickstep Technologies, LLC, a company that has developed next generation query processing technology, founded by an elite team of database systems experts from the University of Wisconsin-Madison and led by Professor Jignesh Patel.

Quickstep's technology will be integrated into Pivotal HAWQ and Pivotal Greenplum Database and is expected to improve SQL query execution performance across the Pivotal Big Data Suite, enabling an order of magnitude acceleration of business intelligence, ad-hoc query, analytics and data science workloads for Pivotal customers. The acquisition is an all-cash transaction and key members of the Quickstep team, including Professor Patel, will join Pivotal. Other terms of the deal were not disclosed.

San Francisco, June 8, 2015 - Pivotal®, the company accelerating digital transformation for enterprises, today announced that it has acquired Quickstep Technologies, LLC. Quickstep – led by a team of developers from the University of Wisconsin – has developed a next-generation relational data processing engine that will form the next-generation of query processing in Pivotal's Big Data Suite. The acquisition is an all-cash transaction. Other terms of the deal were not disclosed.

Quickstep's technology, which was funded in part by the National Science Foundation, is expected to deliver efficient and sustainable data processing performance on current and future hardware. The Quickstep query execution engine incorporates a technology called *Blowstream* designed to allow software to be in lock-step, as well as to exploit advances in hardware utilization and optimization. Delivering a completely new query execution framework for Pivotal Greenplum Database® and Pivotal HAWQ®, it is expected to provide orders of magnitude increase in performance for advanced analytics, machine learning, and advanced data science use cases.

Jignesh Patel, the founder of Quickstep and a Professor in the Computer Sciences Department at the University of Wisconsin-Madison, will join Pivotal. Professor Patel has worked in the area of database systems and big data for over two decades and has seen his research ideas transition to actual products many times over. His thesis work was acquired and commercialized by NCR/Texas in the late 1990s. He was also the co-founder and CEO of Locomat, which became part of Twitter in 2013. He is currently on the board of directors of global apparel and lifestyle company Land's End, Inc.

In conjunction with the acquisition of Quickstep, Pivotal also licensed technology from the Wisconsin Alumni Research Foundation (WARF) towards the cycle of research, discovery, commercialization and investment for the University of Wisconsin-Madison. Founded in 1925 by Professor Henry Overbank in an independent, nonprofit foundation, WARF manages more than 1600 active patents and an endowment of \$2.7 billion in 3 funds university research, obtains patents for campus discoveries and licenses inventions to industry. For more information, visit warf.org.

Supporting Quotes

Sundeep Mehta, Vice President, Data Product Group, Pivotal

"Enterprises are seeking ever faster speeds for their data so that they can affect outcomes in real time. Quickstep brings to Pivotal a fresh way of thinking about data, one aligned to new capabilities in hardware and demanding expectations today's businesses have. We look forward to bringing this technology to our customers, and welcome the Quickstep team to the Pivotal family."

Jignesh Patel, Founder, Quickstep Technologies, LLC

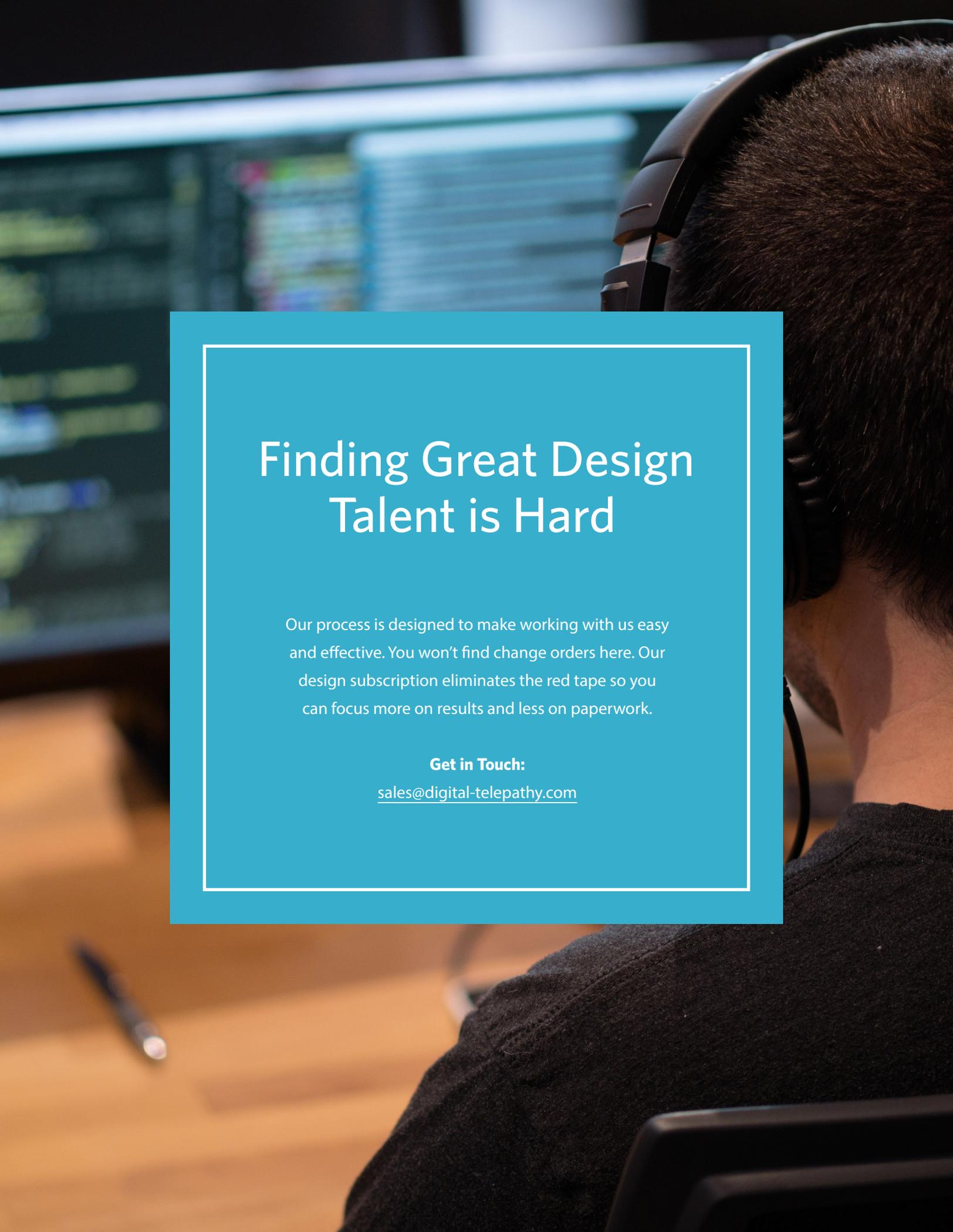
"In the Quickstep project we have thought from the ground up the algorithms that make up the DNA of data

Executive Team

- Paul Maritz** - Chief Executive Officer
- Bill Cook** - President and Chief Operating Officer
- Scott Yara** - President and Head of Products
- Rob Mee** - Executive Vice President, Products and R&D
- Scott Anronson** - Senior Vice President, Global Field Operations
- Leo Spiegel** - Senior Vice President, Corporate Development and Strategy

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Finding Great Design Talent is Hard

Our process is designed to make working with us easy and effective. You won't find change orders here. Our design subscription eliminates the red tape so you can focus more on results and less on paperwork.

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