

A willing and flexible partner

Headquartered in California, USA, Talend is an open-source software vendor that provides data integration, data management, enterprise application integration and big data software and services.

Talend sponsored *Technology Record* magazine throughout 2021, and a variety of news stories and thought leadership pieces were published that showcase the ways in which retailers can leverage data for better decision-making and customer experiences.

According to Tanya Bouchard, alliance partner marketing manager at Talend, one of the major benefits of being involved in the magazine was having access to a dedicated writer. "This was great as it's not always something that partners are prepared to offer," she explained. "We were most impressed with the team's flexibility and willingness to help."

"It's a great resource for getting in front of a Microsoft audience. We would definitely recommend involvement to others and hope to contribute in 2022 when we are launching joint solutions and have finalised our go-to-market strategy."

Find out more about Talend at www.talend.com.



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Alliance Partner Marketing Manager
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