

Communicating about Matillion

Company and products: Boilerplate language

About Matillion

Matillion reduces the complexity along a company's data journey by providing rapid time to value with data integration and data transformation software for cloud data warehouses. Only Matillion is purpose-built for Amazon Redshift, Google BigQuery, Azure Synapse Analytics, and Snowflake. Matillion enables businesses to achieve new levels of simplicity, speed, scale, and savings. Learn more about how you can unlock the potential of your data with Matillion's cloud-based approach to data loading and data transformation. Visit us at www.matillion.com

Products: Matillion ETL

Matillion ETL is data transformation software that is purpose-built for cloud data warehouses. Only Matillion's ETL software integrates with Amazon Redshift, Google BigQuery, Azure Synapse, and Snowflake to help you take advantage of the power, economics, and scalability of the cloud. Extract data using pre-built connectors or a REST API, load it into the cloud, and transform data with an intuitive GUI. Matillion ETL is available on the AWS, GCP, and Azure Marketplaces.

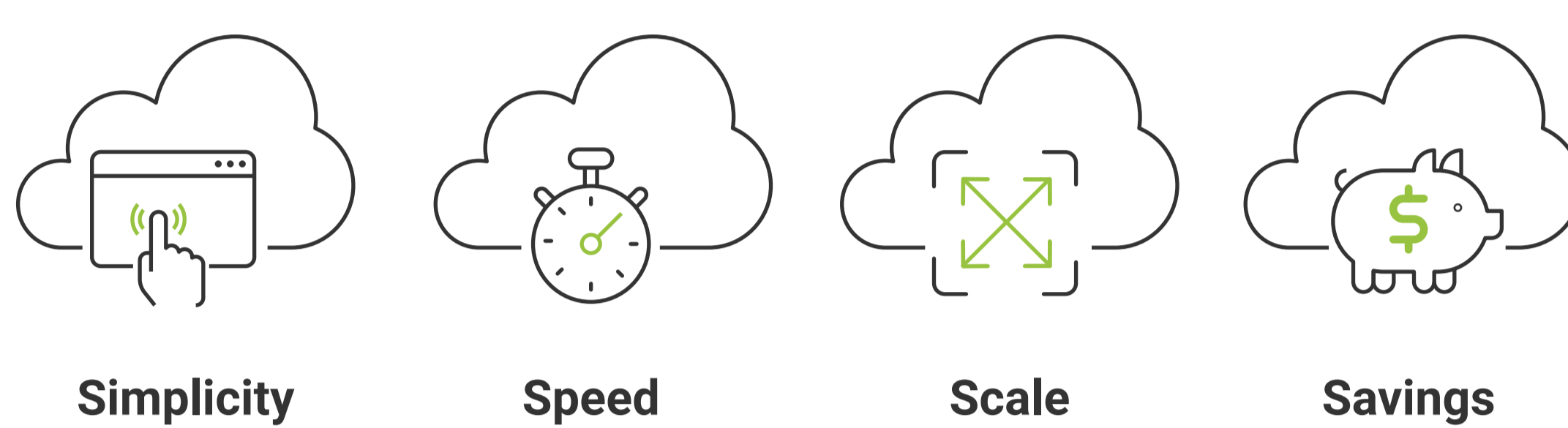
Products: Matillion Data Loader

Matillion Data Loader is a free SaaS-based data integration tool that helps you effortlessly load data into your cloud data warehouse. It's the 'E' and 'L' of ETL. It helps you break down data silos and create a centralized single source of the truth. It includes pre-built connectors to popular data sources, including Salesforce, Google Analytics, Microsoft Excel, Facebook, and more.

Message Guidelines: Talking about Matillion

The 4 S'es

When talking about Matillion, four things guide our message:



These are accompanied by our, core values, our voice, and our company and product positioning. You can find more information on these by downloading the Matillion Brand Guide.

Do:

- Use the approved Matillion boilerplate language to describe our company and our products
- Refer to the company as "Matillion"
- Be simple and direct. Keep sentences short and get to the point
- Be professional, yet friendly and conversational; write like you talk
- Be direct; use 'is' and 'are'
- Be yourself, use humor!
- Be positive. Highlight product and company strengths
- Empower the reader to make their own decisions
- Assume success and celebrate wins
- Make the customer/reader the champion
- Ask questions! Matillion is here to help

Don't:

- Refer to our products as "Matillion." Use individual product names: Matillion ETL, Matillion Data Loader. Use the specific version of Matillion ETL where applicable: eg. Matillion ETL for Snowflake
- Use long words and complicated structure
- Be formal and stiff
- Hedge; use 'seems like' or 'according to'
- Use humor at the expense of clarity or to "punch down"; lean on sarcasm
- Disparage competitors
- Dictate or talk down to the reader
- Exploit fear and risk
- Make Matillion the champion
- Be shy. Really. Ask us.

Blog Guidelines:

We like to publish guest blog posts on the Matillion site that showcase our customers and partners. We're also happy to repost blogs that originally appeared on your site, with permission and credit. And we really like when you write a blog entry featuring Matillion on your blog.

Guest Posts

We welcome guest blog posts from Matillion alliance partners, consulting partners, and customers.

Recommended word count: 500-1200 words (750 is a good sweet spot)

With a focus on: Thought leadership, Technical/how-to topics, Case studies, Business or industry use-cases.

All guest blog posts are subject to editing by the Matillion content team for style, space, and clarity. Guest bloggers will have a chance to review and approve edits before publication. Matillion reserves the right to publish, or cancel publication of guest blog posts

Do:

- Include images that help illustrate and tell your story, and a logo for the blog banner
- Link to your company site and other relevant company blog posts
- Highlight partners and champions
- Cite relevant statistics and studies
- Include a brief bio and, if you like, a headshot

Don't:

- Use images without permission or low-quality images
- Link to personal pages, blogs, or social posts
- Disclose confidential information or disparage third parties
- Use analyst or press information without a source and a link or footnote
- Include a sales pitch

Reposting from other blogs

If you are a partner or customer, you can ask Matillion to repost material on our blog, which is up to the discretion of the Matillion content team.

Conversely, we may ask your permission to repost your content as a guest blog post. If we republish your blog post, we may edit for space or clarity. You will have the opportunity to review and accept edits.

We will always cite where and when the original content ran.

Mentioning Matillion on your blog

We're always excited when partners and customers mention Matillion in a blog post.

If you can, please let us know what the post is about and when it will be running. Definitely link back to the Matillion site.

Thank you!