

Communicating about Matillion

Company and products: Boilerplate language

About Matillion Matillion makes the world's data useful with an easy-to-use, cloud-native data integration and transformation platform. Optimized for modern enterprise data teams, only Matillion is built on native integrations to cloud data platforms such as Snowflake, Delta Lake on Databricks, Amazon Redshift, Google BigQuery, and Microsoft Azure Synapse to enable new levels of efficiency and productivity across any organization. Learn how Matillion delivers rapid returns on cloud investments for global enterprise customers at www.matillion.com

Products: Matillion ETL Matillion ETL is a cloud-native data integration platform that helps modern teams transform their business with data. With a sophisticated, yet easy to use visual approach, Matillion ETL provides a low-code interface to turbocharge cloud data ingestion and transformation workflows, and give data professionals the cost effective tools they need to get results faster in the cloud. As a truly cloud-native solution, Matillion ETL is the only platform designed to leverage all of the unique capabilities and services in your cloud data platform of choice. And with enterprise grade security and collaboration features included at its core, Matillion ETL helps a new generation of workers unleash the untapped potential of their data.

Products: Matillion Data Loader Matillion Data Loader is a free SaaS-based data pipeline manager that helps modern data teams effortlessly migrate and centralize data in the cloud. Incorporating a powerful no-code wizard interface, Data Loader empowers every data user to innovate with data faster, making it available for collaboration, data prep, BI analysis and more. With pre-built connectors and sophisticated self-healing pipelines, users can self-serve and manage data pipelines without IT assistance to reduce bottlenecks and friction. Matillion Data Loader supports the integral first stage of a cloud data journey, and delivers the fast start enterprise teams need as they grow into more sophisticated data integration scenarios supported by Matillion's comprehensive cloud-native platform.

Message Guidelines: Talking about Matillion

Why Matillion?

Easy to use
We help data teams get things done faster in the cloud with:

- Modular low-code design patterns that combine speed and sophistication
- Visual transformation logic that teams across the business can understand
- Self-documenting workflows

Built for the cloud
Organizations can leverage the full power of cloud performance at every level:

- Push-down ELT technology
- Native integrations for the leading cloud data platforms
- Unmatched speed, scalability, and cost-effectiveness

Designed for the enterprise
Matillion is trusted by hundreds of large enterprises for their data integration and transformation needs:

- Uses elastic cloud compute to easily scale for massive data volumes
- Modular deployment options for enterprise-grade security and data sovereignty compliance

Delivers transformative value
Matillion delivers rapid returns on cloud investments that can be redeployed across the business:

- Saves valuable developer time
- Consumption-based pricing maximizes TCO savings and data program ROI

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"
- 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 anything.

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!