



DataWalk[®]: The Palantir[®] Alternative

DataWalk is a Palantir alternative for intelligence analysis, providing similar functionality at a dramatically lower cost. Importantly, DataWalk delivers these benefits not only with unique technology, but with a different business model and a different business philosophy.

Let's first be clear on what we mean by "Palantir alternative." For intelligence analysis and providing a central "database", the DataWalk product is an excellent alternative to the Palantir Gotham product. In specific situations (e.g., machine learning operations infrastructure) DataWalk can also be an excellent alternative to Palantir Foundry.

Comparable Product Functionality For Intelligence Analysis

Both Palantir Gotham and DataWalk:

- Import data from various internal and external systems, and consolidate and connect this in a single repository.
- Can import data from many different applications or data silos, connect that data, and re-organize into an aggregated view based on understandable entities such as people, phone calls, transactions, and so forth.
- Are designed to scale to handle vast amounts of data that can be analyzed via visual querying, link analysis, geospatial analysis, entity extraction, and other facilities.
- Enable users to collaborate on investigations.
- Provide facilities appropriate not only for analysts, but also for other users across the organization.

Also note:

- DataWalk is an open platform, which is designed to seamlessly interoperate with other systems that are either upstream or downstream. Though DataWalk can certainly be used as a standalone system, it is intended to also effectively support an automated Enterprise workflow.
- The DataWalk App Center enables machine learning models, custom scripts (developed by DataWalk, partners, and/or customers), and if desired, special-function open source software modules, to easily be integrated into DataWalk.

- At any particular time, one system will offer a few capabilities that the other lacks, but in general the intelligence analysis functionality can be considered to be comparable.

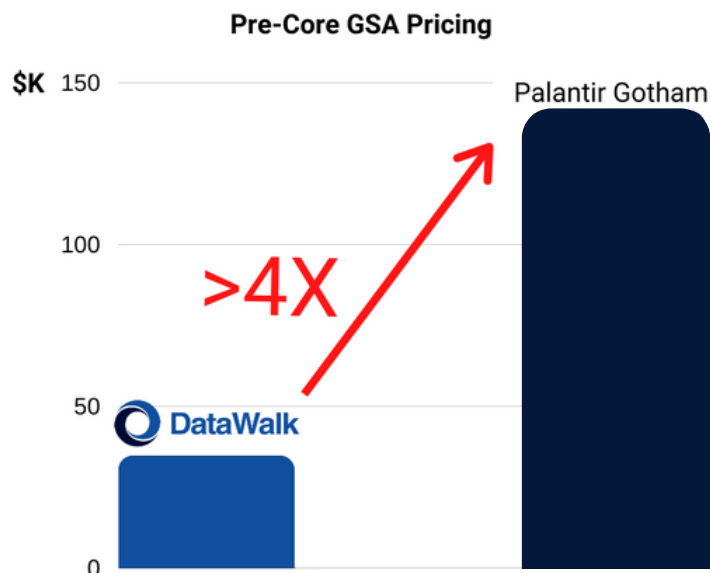
DataWalk: COTS Platform, Not a Services Company

Though similar in capability, DataWalk and Palantir have different business models. Palantir solutions may include a huge services component, often including significant custom software development, and this can dramatically increase solution price. Further, there may be significant and unpredictable ongoing costs for ongoing professional services associated with importing new data, changing the data model, and so forth.

In contrast, DataWalk's business model is not services-intensive, and we strive to ensure that when we do development, that all customers get the benefit. DataWalk provides Commercial Off The Shelf Software (COTS), such that we maintain a single code base, have new software releases every 2-3 months, and make all enhancements to the application available to all of our customers. DataWalk strives to enable customers to do more of the work themselves, if they desire, for things like modifying the data model and connecting new data sources. This reduces the need for significant ongoing professional services. DataWalk is a software company, and though we offer appropriate professional services, we are not a services company.

Far Lower Cost

In addition to having a dramatically lower services component, there is also a significant difference in software license pricing, with Palantir Gotham being roughly 4X the cost of DataWalk.¹



No Drama

There is a significant amount of controversy around Palantir, but DataWalk is different. Consider the following when evaluating DataWalk as one of the Palantir alternatives:

- You own your data and analyses, not us. Press reports suggested that this was an issue that the New York Police Department faced when migrating away from Palantir.²
- Any algorithms you create in DataWalk are transparent, such that if you do risk scoring of people or anything else, it will be clear exactly how that score is calculated.
- DataWalk does not supply any private data. As with any software tool, our customers can utilize DataWalk for any data that they either have or may obtain, but we will not supply our customers with any private data.
- DataWalk supports granular security while maintaining excellent performance, ensuring that each user only sees the data you want them to see. There were press reports suggesting that this was an issue with Palantir at Long Beach Police Department.³

Relative to Palantir Foundry, DataWalk again represents a Palantir alternative, particularly as a machine learning operations infrastructure. In this case both platforms offer an information backbone that enables accelerated production deployment and better results throughout the machine learning lifecycle, and which provides a unifying ontology for users across the organization. For customers who like the concept of something like Palantir technology, but who can't afford the price, want to ensure predictable ongoing costs, and would like to get frequent product enhancements without paying for custom development, DataWalk is an attractive Palantir alternative.

1 Price per server core for DataWalk starts at \$35K, while GSA price per core for Palantir Gotham is listed at \$141K (per https://www.gsaadvantage.gov/ref_text/GS35F0086U/0UGS2U.3PU1OL_GS-35F-0086U_PALANTIRTSCS04172019.PDF)

2 <https://www.brennancenter.org/our-work/analysis-opinion/palantir-contract-dispute-exposes-nypds-lack-transparency>

3 <https://www.techdirt.com/articles/20170815/14235738007/palantirs-law-enforcement-data-stranglehold-isnt-good-police-policed.shtml>