

# Big Data Analytics

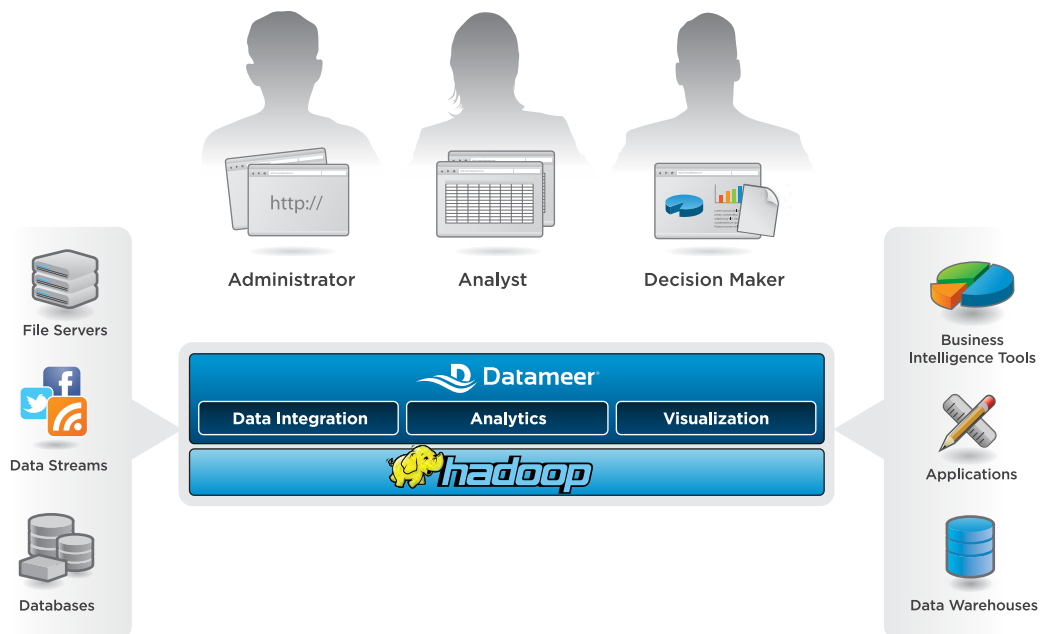
## Overview

Datameer is the first and only business user focused application for Hadoop-based analytics. It provides four key elements:

- ▶ Wizard-based data integration of structured and unstructured data with 20+ connectors
- ▶ Familiar spreadsheet interface including 200 built-in analytic functions
- ▶ Drag and drop visualization, reporting and dashboarding
- ▶ Scalability and cost-effectiveness of Hadoop

### ABOUT DATAMEER

Datameer provides the first data analytics platform on Apache Hadoop that helps business users access, analyze and use massive amounts of data. Founded by Hadoop veterans in 2009, Datameer provides unparalleled access to data with minimal IT resources. Datameer scales to 4,000 servers and petabytes of data while also delivering low TCO.



## Integration Without Limits

Traditional analytic solutions were never designed to handle today's data volumes, have little or no capabilities to handle unstructured data and require rigid analytic data structures such as data marts or OLAP cubes to perform well. Datameer changes all of that with the ability to integrate, transform and analyze any volume of structured and unstructured data. The resulting ability to correlate and analyze data from unstructured sources together with transaction data means that business managers can now ask and answer analytic questions never thought possible.

**Datameer makes it easy to access and integrate data for analysis with:**

- ▶ Wizard-based integration for fast and easy access to data sources
- ▶ Support for structured, semi-structured and unstructured data types
- ▶ 20+ pre-built connectors for common data types
- ▶ Plug-in API for connectors to unique data sources

## BIG DATA ANALYTICS

### Powerful Analysis with Extreme Scale

Datameer opens big data analytics to business users through its spreadsheet-like interface that enables anyone to build powerful analytic workflows across all data types. Users can easily employ the pre-built formulas, filtering, and sorting to locate and fine-tune the specific information they need and then perform the transformations and analysis on the entire dataset via native MapReduce jobs on any Hadoop cluster of up to 4000 servers.

#### TECHNICAL SPECIFICATIONS

##### Server Hardware:

x86-based commodity hardware

##### Operating Systems:

Linux and Solaris

##### Data Source Connectors:

S3, JDBC (Oracle, DB2, Microsoft SQL Server, MySQL, Teradata, etc), Hive, HBase, HDFS and Cassandra, etc.

##### Plug-in APIs:

Custom file formats, user-defined analytic functions and visualizations

##### Supported File Formats:

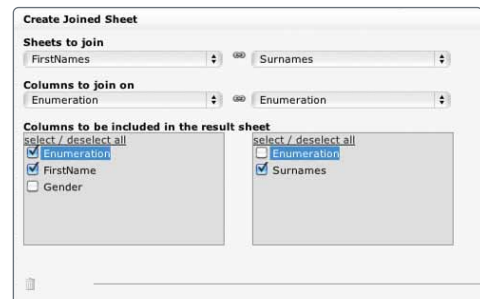
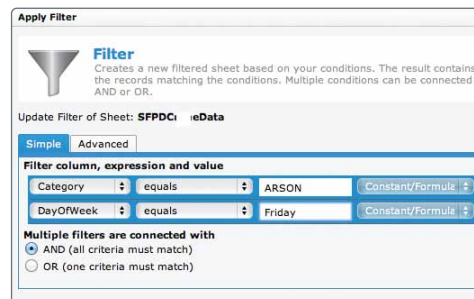
CSV, Fixed Width, JSON, email, Apache and IIS Log Files, XML and Twitter

##### Hadoop Support:

All compatible 0.20 Hadoop Distributions including Cloudera, EMC, Hortonworks, IBM BigInsights and MapR

##### Supported Browsers:

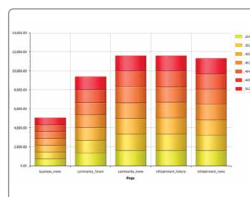
Internet Explorer 9.0+, Firefox 3.5+ and Safari 4.0+



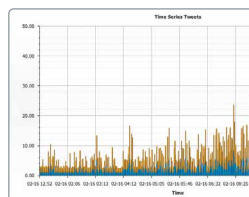
In addition to the pre-built analytic functions provided within Datameer, users can apply analytic functions and algorithms from third party packages such as SAS via PMML (predictive modeling markup language) and can export results to third-party BI software applications for further analysis.

### Insightful Dashboards

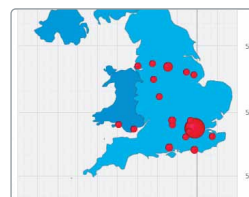
With Datameer, business users can easily visualize their data via drag and drop widgets using the analytic workbooks created in Datameer. These interactive dashboard widgets allow users to access and view their data in a wide variety of graph, map, chart, table and dashboard formats.



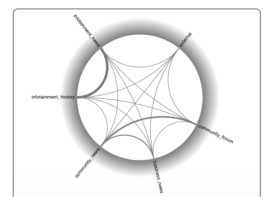
Log File Analytics



Time Series Analytics



Geo Plotting



Clickpath Analysis

Each dashboard widget is linked to data from an analysis workbook making it easy for business users to create their own analytic dashboards. Users simply run the workbook and then configure the dashboard widget for how they wish the data to be displayed using the extensive style library of bar, line and pie charts, tables, maps and other formats. The end result is self-service analytics and data visualization that can be easily used across the organization.

### Test drive Datameer in this 30 day trial:

Go to: <http://datameer.com/products/download-trial.html>

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