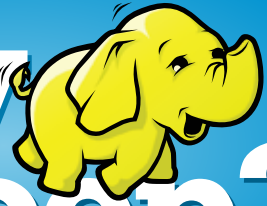


Why Hadoop?



Datameer offers the first data analytics solution built on Hadoop that helps business users access, analyze and use massive amounts of data.

Hadoop provides 4 key breakthroughs compared to traditional solutions:

1

Overcomes the traditional limitations of storage and compute.

TRADITIONAL

Specialized hardware
Specialized software
Rigid data models
Structured databases

VS.

HADOOP

Commodity hardware
Open Source software
No data models required
Any data types



TRADITIONAL

Expensive
Difficult
Complex

VS.

Cheap
Simple
Easy

HADOOP

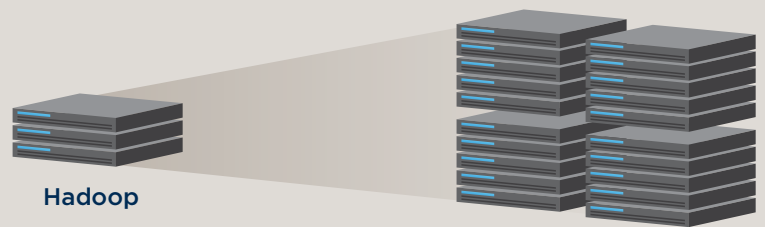


Leverage inexpensive, commodity hardware as the platform.

2

3

Provides linear scalability from 1 to 4000 servers.



Hadoop

Hadoop

TRADITIONAL

Proprietary OS
Database
Storage Area Network

VS.

Hadoop

HADOOP



Low cost, open source software.

4