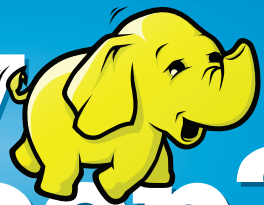


# Why Hadoop?



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.

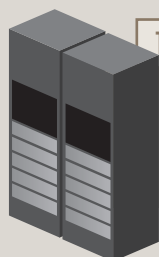
TRADITIONAL

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

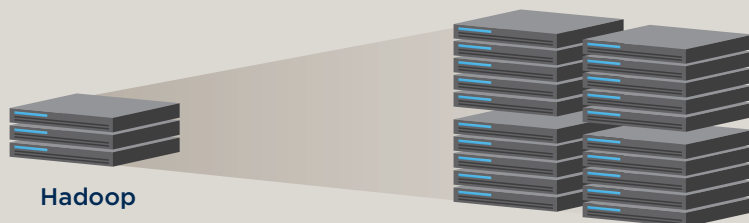


Leverage inexpensive, commodity hardware as the platform.

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