Taming Big Data

1010data

1010data ACCELERATES INSIGHT

Lightning-fast and transparent, 1010data analytics gives you instant access to all your data, without technical expertise or expensive infrastructure.

1010data®

TAMING BIG DATA

AN ADVANCED PLATFORM

The world's most advanced analytics platform gets you to insight faster and makes time your ally in a marketplace that rewards quick response. While the competition is still preparing data for analysis, you're already putting fresh insights to work informing strategy.

HIGHLIGHTS

- Ultra-fast database technology

- Transparent access to all your raw data, not subsets or aggregates

- Trillion-Row Spreadsheet™ experience

- Powerful analytical and statistical tools

- Scales to any size database

- Supports mashups across multiple datasets

- Cloud-based for lower cost of ownership, effortless data access, and easier monetization of information assets

DRIVEN BY DATA

Big Data is transforming the marketplace. The digital tracking of virtually every marketplace activity—sales, communications, transportation, and more—is creating a tsunami of data that's doubling in size every two years.

It's estimated that about 10% of U. S. companies are managing data stores over a petabyte in size. (A petabyte is 1,000 times larger than a terabyte, formerly the standard for enormity.)

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Big Data is shaping up as the raw material of a new data-driven economy. The future belongs to companies that can turn this flood of information into real equity. Finding new ways to collect and store Big Data isn't enough. You need to unlock the insights hidden within the data.

THE BIG DATA BARRIER

While everyone agrees on the value of Big Data analysis, the mining of giant datasets for rich veins of insight has proven to be extremely difficult.

Conventional relational database systems stop being effective on the scale of Big Data; managing, sharing, and replicating across database servers is difficult and slow, creating a Big Data barrier.

Most data warehouse solutions address the problem with workarounds that increase complexity and add cost.

Instead of letting you interact with all your data, conventional solutions force you to work with smaller, "bite-size" samples or aggregates that will choke the relational database engine.

If the extracts don't accurately represent the entire dataset, you may be missing critical patterns or relationships.

Instead of simplifying Big Data analytics, these measures create more complexity. The limits imposed by conventional database technology and a growing shortage of capable analysts combine to make the promise of Big Data difficult to attain.

BREAKING DOWN THE BARRIER

Designed originally to solve Big Data analytics problems for companies like the New York Stock Exchange, the 1010data platform is a truly unique approach to data exploration.

Built from scratch to deliver instant access to all the raw data in gigantic datasets, 1010data analytics offers a revolutionary new vision for the data warehouse: a Cloud-based platform that unifies data and analytics and provides a single repository for your critical information assets.

Running ultra-fast database analytics software on commodity servers, 1010data gives you a framework for processing billions of rows of data almost instantly, for only a fraction of the cost of less advanced solutions.

1010data takes the complexity out of Big Data. There's no need for workarounds and custom solutions requiring multiple vendors and long lead times. With 1010data analytics you can start running queries as soon as your raw data is loaded into the Cloud. Many customers report going live in just a few days.

1010data lets you interact with all your data and eliminates the need to work with samples or aggregates that will choke conventional relational database engines.

RAW SPEED, TOTAL ACCESS

The 1010data analytics engine isn't just fast, it's blindingly fast. You interactdirectly and instantly with all of your data instead of small samples—without having to set up joins, indexes, or views. There's nothing between you and your data.

THE TRILLION-ROW SPREADSHEET™

The 1010data Trillion-Row Spreadsheet™ offers a unique new way to experience Big Data. A familiar, easy-to-use spreadsheet environment lets you interact directly with all of your data. Select records, combine multiple datasets, perform calculations, and run queries—instantly, even if you're working with hundreds of billions of rows of data.

All your data remains in our private Cloud; there are no local copies that can lead to versioning problems and create isolated "data islands" in your enterprise.

No special technical expertise is required. Anyone who can use Microsoft® Excel can quickly learn how to perform sophisticated queries with 1010data.
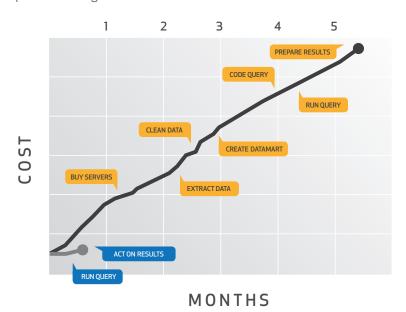
A familiar spreadsheet environment makes it easy to interact with hundreds of billions of rows of data—all of it in the Cloud and available from any web browser.

ANALYTICAL POWER

1010data builds on its native speed and transparent data access with a rich selection of built-in functions and powerful tools for automating tasks such as statistical modeling, functional grouping, and time-series analysis. Freed from tedious preparatory tasks, your analysts work faster and smarter.

EXTREME SCALABILITY

When it comes to the size of your database, there's no limit to what 1010data analytics can handle. Scalable to the extreme, the platform easily accommodates everything from small-business datasets measured in gigabytes to some of the world's largest datasets containing trillions of rows of data—without any performance lags.

1010data gets you to insight faster, without the many intermediate steps and expensive infrastructure that weigh down conventional Big Data solutions.

NEW FREEDOM

1010data not only solves the problems associated with mining Big Data for insights, it takes your analytical abilities to a new level and provides a foothold in the new data-driven marketplace.

Ultra-fast database technology and total data access give you an unprecedented level of flexibility and allow a more creative approach to analytics. Modify queries on the fly, follow a hunch, or simply experiment—there's no limit to what you can do with 1010data analytics.

This type of improvisation simply isn't possible with other data solutions, where if a query doesn't produce results, you have to start over by getting new samples and submitting a rewritten query that can take days to return results.

MASHUPS FOR INSIGHT

Extend your analytical capabilities with ad hoc "mashups" that join your proprietary data to other datasets. A technique that's beyond the reach of conventional database analytics, mashups can reveal hidden synergies in the marketplace. For example, querying a mashup of market basket data and U.S. Weather Bureau data can provide valuable insights on the effect of cloudy days on consumer preferences.

Load your own proprietary datasets for mashups or choose from hundreds of public and commercial databases available in the Cloud.

DATA EQUITY EQUALS REVENUE

The flexibility and raw power of 1010data analytics also give you early entry into an emerging data marketplace. 1010data customers are already monetizing their information assets by sharing their valuable data with vendors and customers.

MORE WAYS TO INTERACT WITH DATA

In addition to analytics you can perform in a web browser, 1010data lets you access your data through Excel and a command-line interface. Your business intelligence applications can also interface with the analytics platform via an XML API, SQL/ODBC, and SDKs for popular programming languages.

SMARTER IN THE CLOUD

Placing your data in our private Cloud also makes the world's most powerful analytics engine a very smart investment. There's no need to buy hardware or software, or to retain and nurture costly database expertise.

1010data takes care of the infrastructure so you can concentrate on doing what you do best.

Unless your company's core competency is data storage or software development, building a server farm to manage data can entail significant financial risk and drain time and resources you can put to better use elsewhere.

DATA SECURITY IS PRIORITY ONE

Our private Cloud lives on dedicated servers maintained at the same co-location data centers that host proprietary databases for the country's top banks, pharmaceutical firms, and major credit agencies.

Each co-location site is a total-security, redundant facility; you won't find more secure data centers anywhere in the commercial sector. In fact, your data is more secure than the data stored in most enterprise data centers.

Our data centers feature fail-safe redundancy in all critical systems, biometric and card-access entry systems, armed security personnel, and an on-site network operations center with qualified engineers on duty 24/7, 365 days a year.

MARKET-PROVEN

More than 200 companies currently use 1010data to mine insights across a broad range of industries, including financial services, retail, telecom, and healthcare/pharmaceuticals.

A partial list of 1010data customers includes the New York Stock Exchange, Dollar General, Rite Aid, Bank of America, Credit Suisse, Deutsche Bank, JPMorgan Chase, Procter & Gamble, Prudential, Northwestern Mutual and Standard & Poor's.

Chances are a business similar to yours is already using 1010data analytics to reap the benefits of Big Data insights.

Unless your company's core competency is data storage or software development, building a server farm to manage data can entail significant financial risk and drain time and resources you can put to better use elsewhere.

1010data provides a unique, cloud-based platform that unifies Big Data and analytics. It is used by hundreds of the world's largest retail, manufacturing, telecom, and financial services enterprises because of its proven ability to deliver actionable insight from very large amounts of data more quickly, easily and inexpensively than any other solution. The company combines ultra-fast database technology, a broad array of built-in functions for advanced analytics, and an intuitive spreadsheet user interface, and delivers them as a managed service. There is no hardware or software to buy, no technical skills are required, and setup is fast and easy.

1010data is unique in its ability to operate effectively on virtually unlimited amounts of raw transaction and machine-generated data, in its ability to give users direct, interactive access to the data, and in its ability to allow data to be easily shared across organizational boundaries.

1010data users can easily provision and combine business data with diverse data from other sources, such as employment, housing, weather, GPS, sensor and machine data, enabling deeper business insights and more effective operations. Conversely, third-party data providers can easily share and monetize their data on a global basis using the cloud-based 1010data platform.

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