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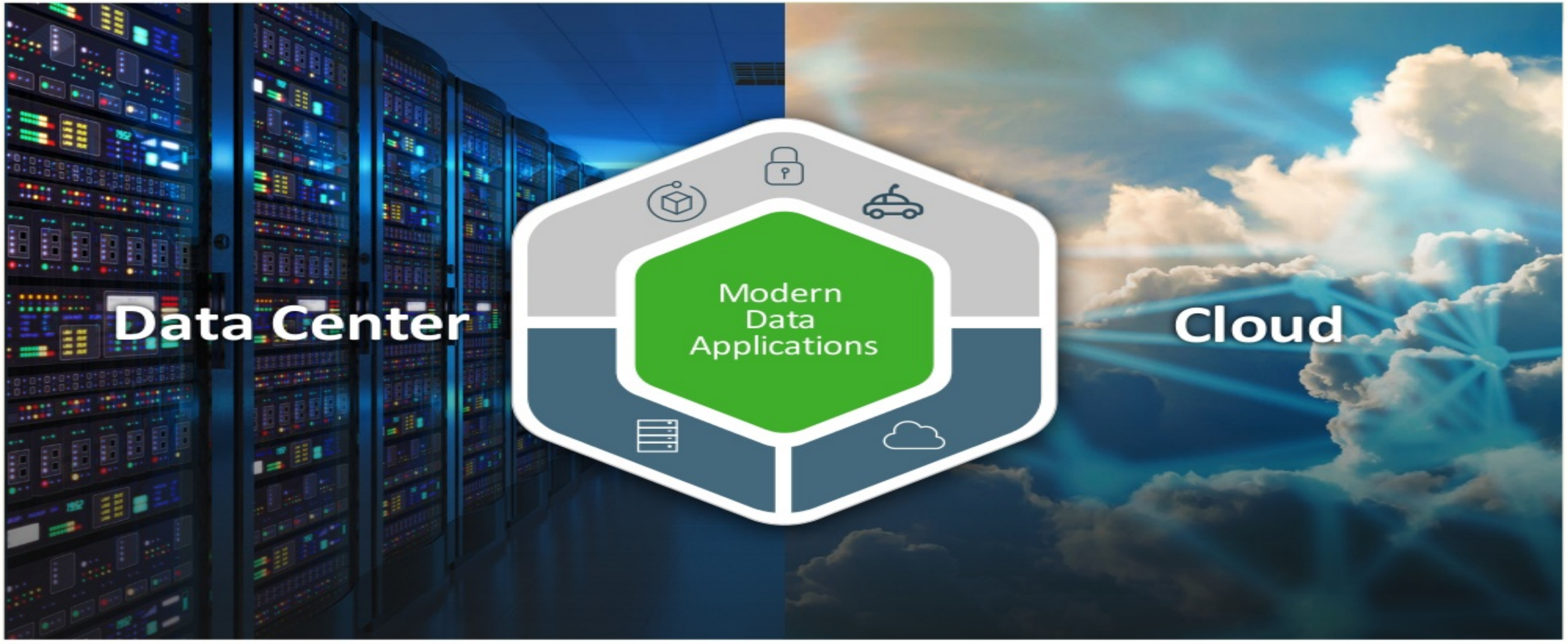
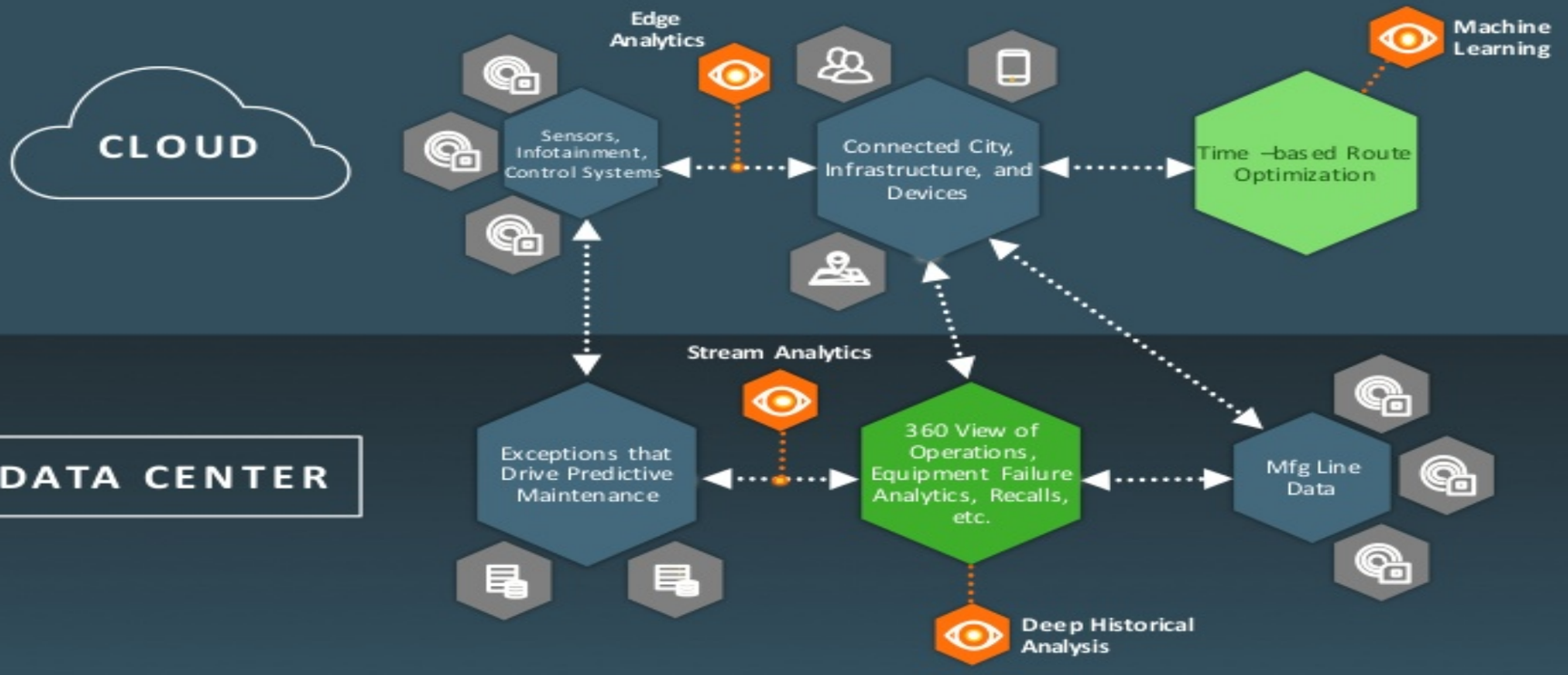
Arun C. Murthy
Hortonworks Co-Founder
@acmurthy


Data Center
Modern
Data
Applications
Cloud

Connected Data Powers Modern Data Applications



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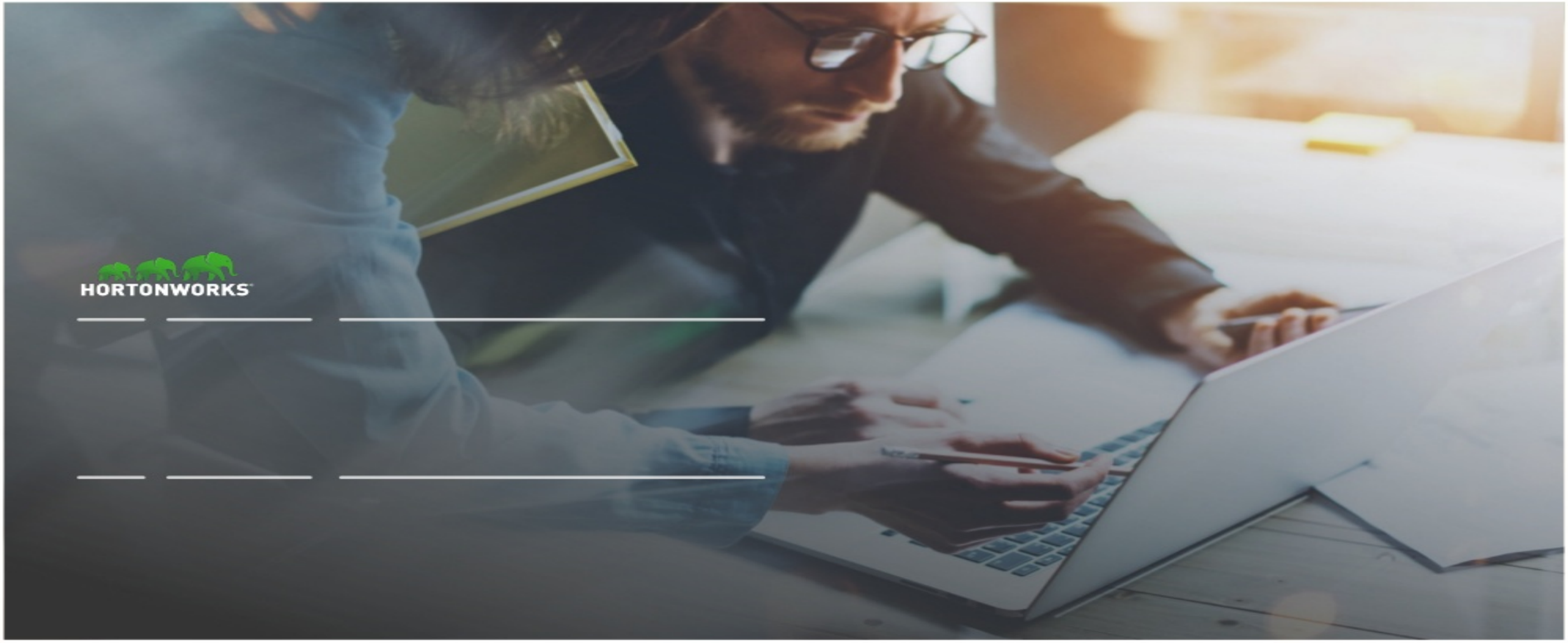
POWERING THE FUTURE OF DATA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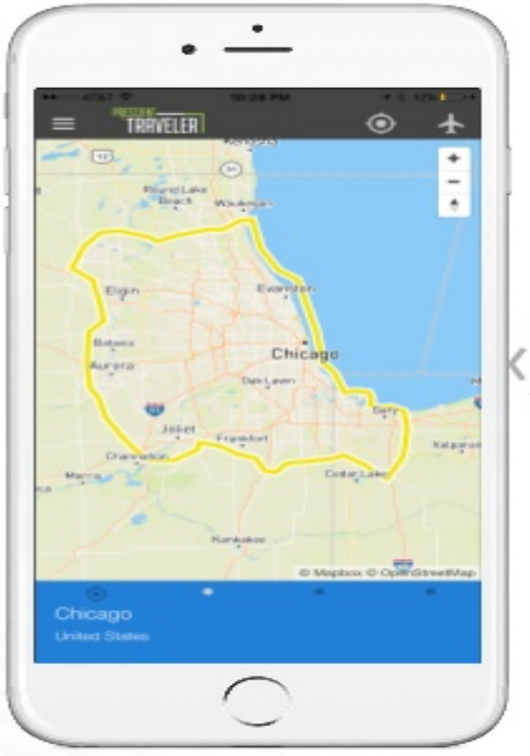
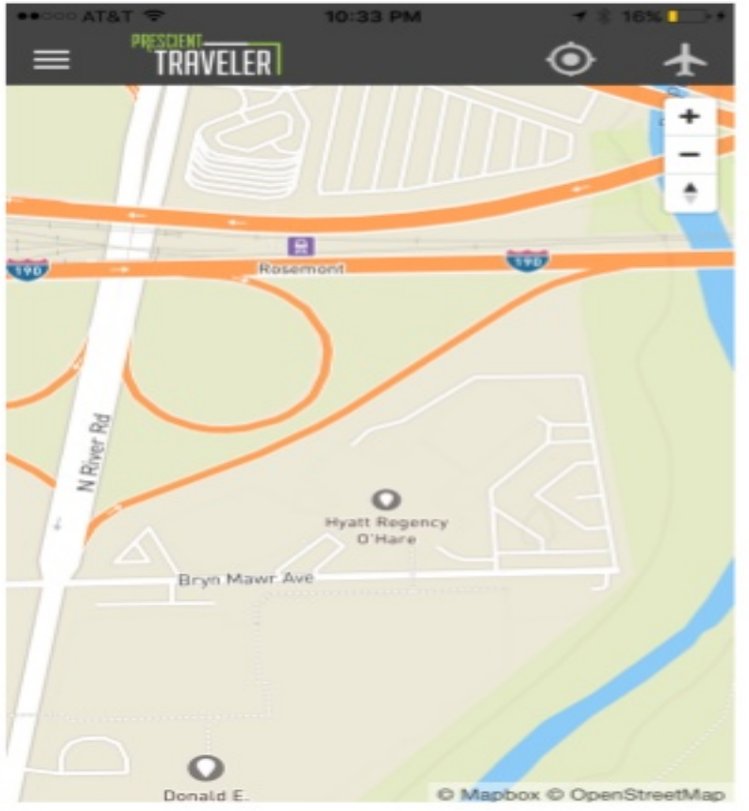
Prescient Traveler Is a Modern Data Application





"We know that when we define a high-threat area in a given area of the world, that it is underpinned by very specific data sources. It's data-driven, and we can point to those sources—if ever asked—and say, 'Here's why.'"

Mike Bishop, Chief Systems Architect, Prescient

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Prescient Harnesses Machine Learning for Traveler Safety Warnings

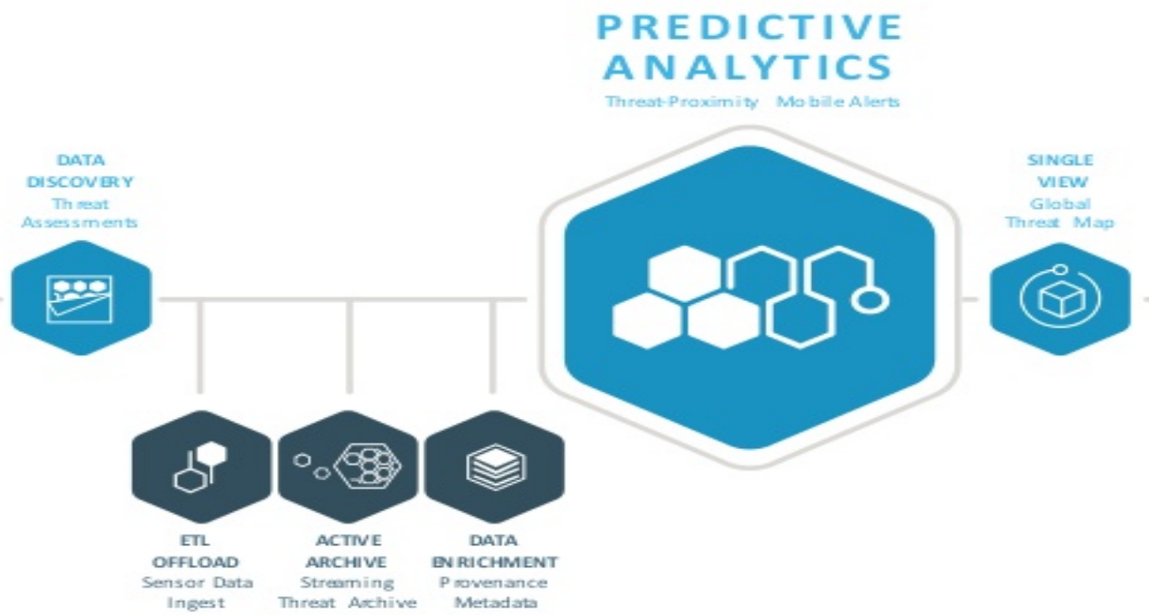
SITUATION

Performs risk management

Uses humans to identify false positives

Could only produce one assessment every 3-4 days

Needed efficient way to store raw data for analytics



PRESCIENT

49,500 Data Sources	ingested by HDF into HDP
700% Productivity Improvement	for geospatial analysts
5 Petabytes of Data	stored in HDP connected EMC
Hybrid Architecture	HDF connects data center to cloud

"We know that when we define a high-threat area in a given area of the world, that it is underpinned by very specific data sources. It's data-driven, and we can point to those sources—if ever asked—and say, 'Here's why.'" Mike Bishop, Chief Systems Architect

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Symantec: Data Science Speeds Time to Cyber Security Protection

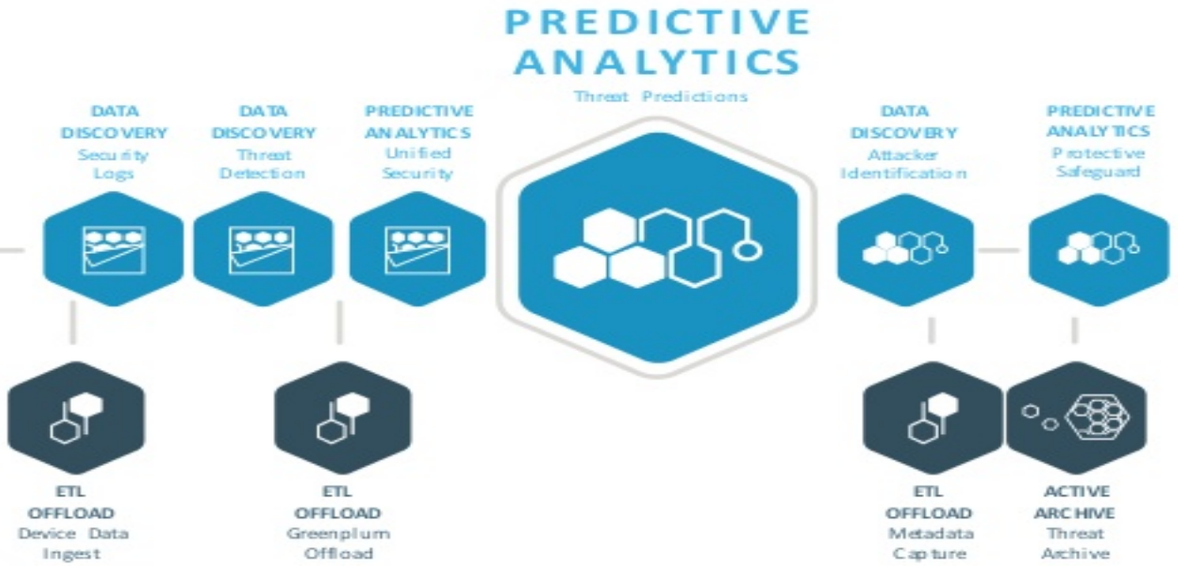
SITUATION

Network has +57M attack sensors in 157 countries

Data streams from 75M users on 120M devices

3-4 hr processing latencies to analyze digital threats

Long open windows of exposure to cyber attacks



Symantec

From 4 hours to 2-Seconds	threat detection latency
5000x	improved time-to-protection
10s of PBS	of historical data for machine learning
Cloud Flexibility	to meet peak demand for analysis

"On any given day, we'll be processing 40 billion messages into our system…It used to be that queues would back up. We would see times to analysis on the order of 4 hours. On average, we've gotten that down to two or two and a half seconds." David Lin, Senior Director of Engineering, Symantec Cloud Platform

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Progressive: Reward Safe Drivers and Improve Traffic Safety

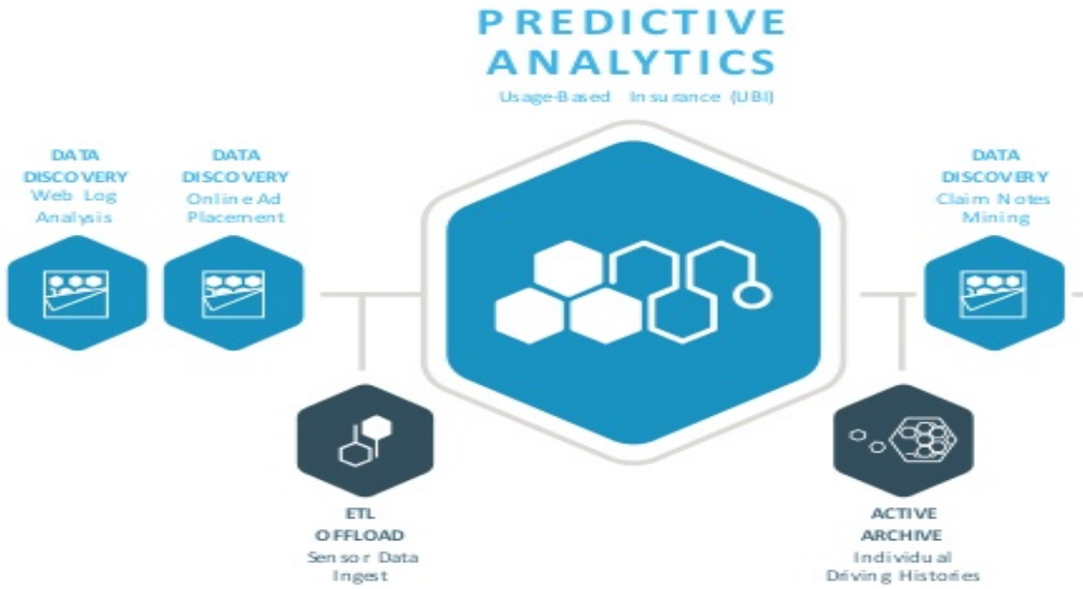
SITUATION

Usage-Based "Snapshot" Insurance Program

In-Car Sensor Captures IoT Data

Existing Data Systems Did Not Scale Efficiently

~7 Days to Transform Only 25% of UBI Data



PROGRESSIVE

100% in 2-3 Days	driving detail captured from Snapshot, in HDF
+12 Billion	miles driven stored
Web App-Enabled	customers see driving detail and improve safety
$2.6 Billion	in 2014 Premiums

"We're looking at datasets that we never dreamed we could look at…It's joining dots that in the past we didn't even know we could join." Pawan Divakarla, Data & Analytics Business Leader

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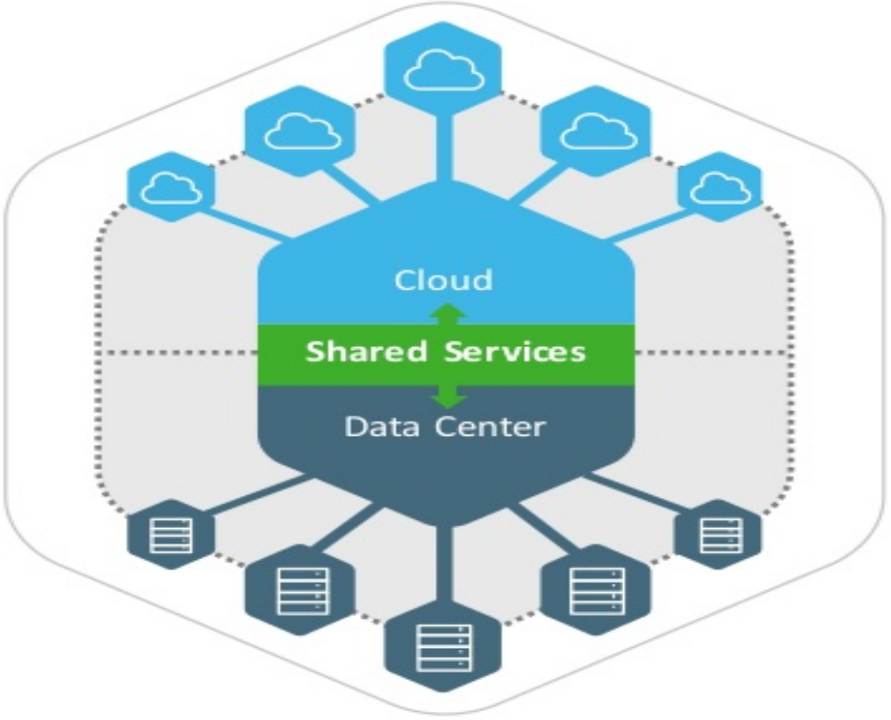
HDC Shared Services: Secure & Govern all Modern Data Applications

Security

Governance

Data Lifecycle



Centralized Management

- Data in Motion or at Rest
- Across Data Center and Cloud
- Manage end-to-end data lifecycle

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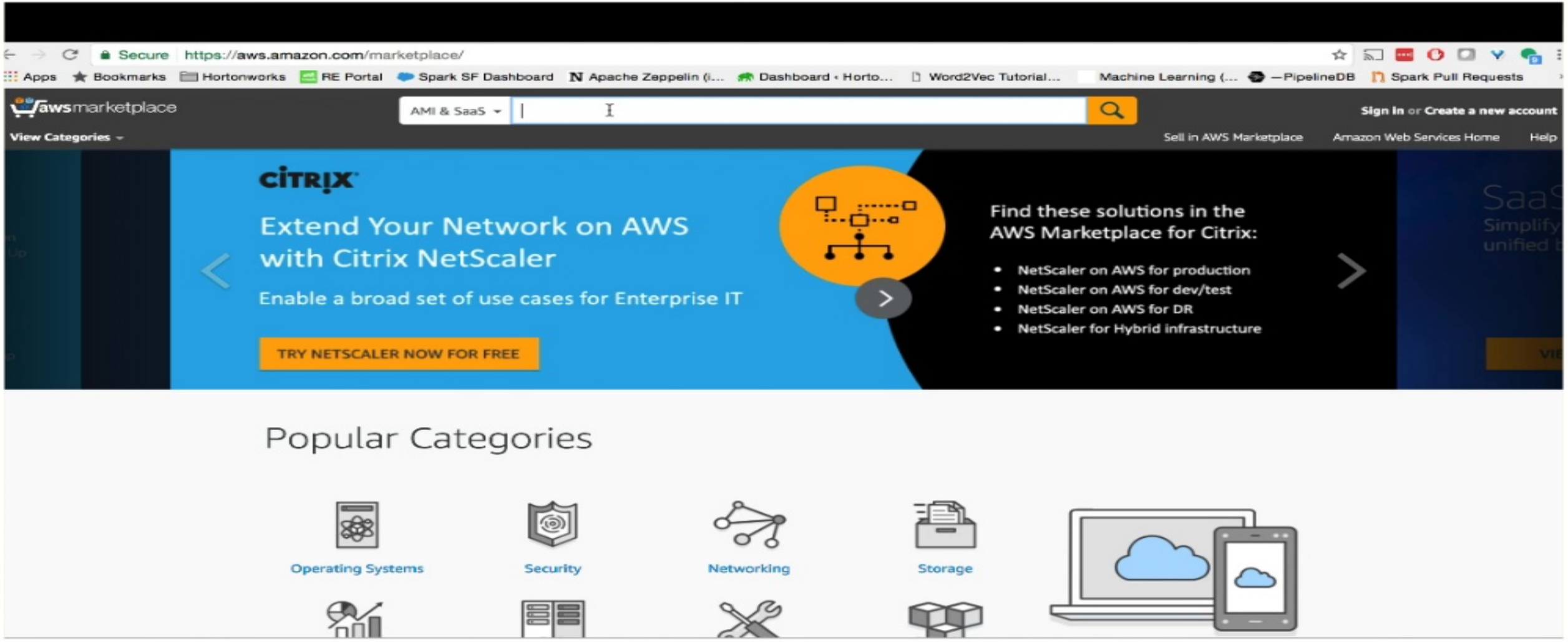
Demo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Thank You

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