

Why PHEMI Central?

PHEMI Central offers the perfect big data solution for a variety of organizations.

Organizations who want a big data warehouse to co-exist with their traditional data warehouse:

- **Aggregate New Data Sources Faster**
PHEMI Central uses a schemaless architecture to quickly aggregate new data sources, lowering startup cost and complexity.
- **Integrate Any Data Type**
PHEMI Central easily works with structured, semi-structured and unstructured data.
- **Lower Cost of Ownership by 60%**
PHEMI Central uses low cost commodity hardware, eliminating expensive storage and server hardware.
- **Scale to Petabytes**
PHEMI Central is built on big data technology — proven to scale to petabytes in production environments worldwide.
- **Enforce Privacy, Security and Governance Across Your Organization**
Governance rules for privacy and security are enforced within the PHEMI Central big data warehouse, rather than at the application layer, ensuring data custodians control privacy and security, not application developers.

Organizations who want a solution better than DIY Hadoop:

- **Curate Digital Assets**
PHEMI Data Processing Functions present a common Python, Java or C++ programming environment for data scientists abstracting away the complexities of working with MapReduce and YARN jobs.
- **Catalog All Digital Assets**
PHEMI Central maintains a catalog of all digital assets in the system so that analysts can quickly build datasets across very large and varied datasets.
- **Enforce Fine-Grained Privacy, Security and Governance Across Your Entire Organization**
Governance rules for privacy and security are enforced within the PHEMI Central big data warehouse, rather than at the application layer, ensuring data custodians control privacy and security, not application developers.
- **Focus on Mining Digital Assets**
PHEMI Central is an enterprise-grade, fully integrated system so you don't have to worry about the confusing world of Apache Hadoop, MapReduce, YARN, Pig, HIVE, Sqoop, HBase or Accumulo. Instead, you can focus on unlocking your silos and discovering new insights with your digital assets.