BIG DATA
TRANSFORMS BUSINESS

The EMC Big Data Solution

EMC²

THE JOURNEY TO BIG DATA

Businesses that exploit Big Data to improve strategy and execution are distancing themselves from competitors. The Big Data solution from EMC provides market-leading, scale-out storage, a unified analytics platform, and business process and application development tools. Together, these allow organizations to draw deeper insights and become a more predictive organization.

EMC HAS IDENTIFIED A SIMPLE, THREE-PHASE JOURNEY TO BIG DATA:

1. BIG DATA STORAGE
Manage data growth with a scale-out storage platform for Big Data.

2. BIG DATA ANALYTICS
Enable data scientists to analyze Big Data in a productive, agile, and collaborative way.

3. BIG DATA APPLICATIONS
Embed Big Data analytics results into applications and become a predictive organization.

THE EMC BIG DATA SOLUTION

PHASE 1: BIG DATA STORAGE

Phase 1 focuses on managing data growth with a scale-out storage platform for Big Data.

To achieve Big Data scale, organizations need an automated, scale-out storage platform that allows them to add capacity with minimal additional operational cost and achieve scalability, performance, and throughput.

EMC ISILON: SCALE-OUT STORAGE FOR BIG DATA
EMC® Isilon® is the scale-out platform that delivers ideal storage for Big Data. Powered by the OneFS® operating system, Isilon nodes are clustered to create a high-performing, single pool of storage. As Big Data volumes increase, you add capacity in minutes, while also gaining linear performance. With a proven, 80-percent storage utilization and more than one million IOPS, Isilon provides the scale and performance for your Big Data requirements.
www.EMC.com/isilon

> "Before our EMC Big Data solution, our team had to do everything from manual data migrations to mapping directory paths, which simply wasn't sustainable for a business growing as quickly as ours. With EMC, everything is simple. We've eliminated Big Data management and storage headaches, freeing up resources to focus on the services that deliver real value to our clients."

PAUL ENGLISH, DIRECTOR OF IT, 3TIER

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PHASE 2: BIG DATA ANALYTICS

The rise of Big Data analytics has led to the emergence of a new role—the **data scientist**. Data scientists are responsible for analyzing and interpreting data sets, helping the organization to gain deeper insight and achieve competitive advantage.

Phase 2 of the Big Data journey focuses on empowering the organization's people—including the data science team—and developing the processes that allow them to be more productive, agile, and collaborative.

GREENPLUM DATABASE: IMPROVING PERFORMANCE OF YOUR ANALYTICS DATA WAREHOUSE

To gain insight from massive amounts of data, you'll need high-performance loading and querying capabilities in your analytics data warehouse. The Greenplum® Database™ is a massively parallel processing (MPP) database that manages, stores, and analyzes petabytes of structured data using automatic parallelization architecture. It can quickly load data up to 10 TB/hr and process queries using the computing power of all the nodes in a cluster.
www.greenplum.com/database

PIVOTAL HD: EXPANDING THE PRODUCTIVITY AND POSSIBILITIES OF HADOOP

Pivotal HD natively integrates the industry-leading EMC Greenplum massively parallel processing database technology with the Apache Hadoop framework. Pivotal Advanced Database Services, powered by HAWQ, add SQL's expressive power to Hadoop. By adding rich, mature SQL processing, Pivotal HD leverages existing BI and analytics products and your workforce's SQL skills to simplify development, expand Hadoop's capabilities, increase productivity, and cut costs.
www.greenplum.com/products/pivotal-hd

GREENPLUM CHORUS: BIG DATA GOES SOCIAL

Greenplum Chorus™ provides an open Big Data analytics environment for data science teams. The Chorus analytic productivity platform incorporates self-service, built-in collaboration, and social network capabilities, empowering data science teams to access and analyze relevant data sets, provision sandbox environments, keep track of code changes, and share information with other teams, including line of business, in real time.

www.greenplum.com/chorus

GREENPLUM UAP: UNIFY AND ACCELERATE AGILE ANALYTICS

Greenplum Database, Pivotal HD, and Greenplum Chorus are packaged as a Unified Analytics Platform (UAP) to further accelerate your journey to agile analytics. Deploying this unified approach enables the entire organization to transform how data is used through the power of co-processing and collaboration in a single platform.

www.greenplum.com/greenplum-uap

"A big challenge is empowering people at all levels of the organization to access and process data, regardless of its location or structure. We see the EMC Greenplum UAP as a game-changer, allowing broader participation in the analytics process."

ALPINE DATA LABS

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PHASE 3: BIG DATA APPLICATIONS

Phase 3 of the Big Data journey focuses on **delivering analytics insights via applications that support your business processes.** By using Big Data in context, you gain insight into future outcomes and become a more predictive organization.

EMC DOCUMENTUM XCP: BIG DATA ENGINE OF BUSINESS

EMC Documentum® xCP uses data and analytics to trigger workflows and business processes within applications. xCP takes data and content-rich collaborative interactions and puts them into a structured process with clear roles, next steps, and outcomes.

www.emc.com/xcp

PIVOTAL LABS: ACCELERATING BIG DATA DEVELOPMENT

Pivotal Labs® provides agile software development, consulting services, and tools that help organizations to develop Big Data applications built on the Greenplum Unified Analytics Platform.

www.pivotallabs.com

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"With EMC's Big Data solution, we can continue to revolutionize our industry and improve overall performance and efficiency. For our customers, the performance and scalability of the EMC solution creates valuable insights, not only into their own businesses, but also into how they compare with their peers in the industry. Very powerful insights—and not something they can get with any other solution."

ANTHONY COSTA, VICE PRESIDENT, CORPORATE TECHNOLOGY, INTTRA

WATCH VIDEO: Big Data Transforms Business

What's the big deal with Big Data? Big Data presents a big challenge –and also exciting new opportunities. This video describes a practical approach to Big Data that enables you to transform your business and rise above the competition.
http://youtu.be/Ll63WUZOXug

DRIVE YOUR BIG DATA STRATEGY WITH EMC CONSULTING

Accelerate time to value, and reduce risk by leveraging EMC Consulting's Big Data expertise. EMC Consulting helps you spot the best business opportunity, determine the relevance and quality of data to use, and architect a Big Data solution.
www.emc.com/services

CONCLUSION

Discover the only end-to-end integrated solution for Big Data with EMC. Manage data growth with scale-out Big Data storage. Gain business insights with Big Data analytics. Enhance business processes with Big Data applications. These technologies, along with EMC Consulting services, allow you to unlock the value of Big Data to achieve unprecedented levels of efficiency and quality, create personalized products and services, and produce higher levels of customer satisfaction and experience.

LEARN MORE

Learn how EMC's Big Data solution can help you transform your business into a more predictive organization. To begin your journey today, please visit us online:
www.EMC.com/BigData
twitter.com/emcbigdata
BigDataBlog.EMC.com

CONTACT US

To learn more how EMC products, services, and solutions can help solve your business and IT challenges, contact us at 1-866-438-3622 or visit www.EMC.com/BigData.

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