



# SIMPLIFYING BIG DATA

Real-time, interactive data analytics platform for Hadoop

# Data analytics is hard. Hadoop is harder. Unlock the promises of the Hadoop ecosystem with NFLabs Peloton framework.

## Did you know?

Founded in 2011, NFLabs is an enterprise software company working on developing solutions to simplify big data. We have recently launched Peloton, an analytical tool that enhances Hadoop, that is already in use by some of the largest companies in Korea.

We are based in South Korea and have support and distribution partners all over the globe.

In big data, the potential for unlocking insights to transform enterprises have been promised. Unfortunately, due to complexities and lack of expertise has kept much of this promise unfulfilled. 80% of enterprises cited complexity and lack of data scientists as a top reason for not leveraging big data technologies.\* But by abstracting these complexities, Hadoop adoption can and will accelerate, further unlocking the \$300 billion in value McKinsey sees big data can generate.\*\* Peloton targets the two most complex areas of big data analysis—data consumption/integration and application layer integration—and makes it just work.

## Peloton—Big Data Analytics that Just Works

Peloton sits on top of any Hadoop distribution—CDH, HDP, Apache—to instantly enable data visualization, real-time query analysis, and a “bring-your-own-algorithm” (BYOA-plug and play) framework that works directly against source data (not ETL-ed/filtered). This enables interactive data discovery of entire, unfiltered data; removes the need to learn complex map reduce frameworks; reduces time to insight significantly; and enables easy usage and sharing of existing algorithms.

### Step 1: Data Pipelines

A core component of Peloton is what we call our ‘Data Pipelines’. This is different from data wrangling solutions or standard ETL tools. Expanding upon Hadoop’s Hive, we built a framework that enables data collection, data filtering, data formatting, and overall data integration so your data is ready for either real-time monitoring of business metrics and/or interactive data discovery. No coding required, no system changes, or not even a separate data base or data warehousing necessary. It just works.

So the first step is to simply connect your data to one of our pre-defined data pipelines. That’s it. Once the data pipeline is connected to your data source, it will automatically source, save, and format the data for visualization and discovery.

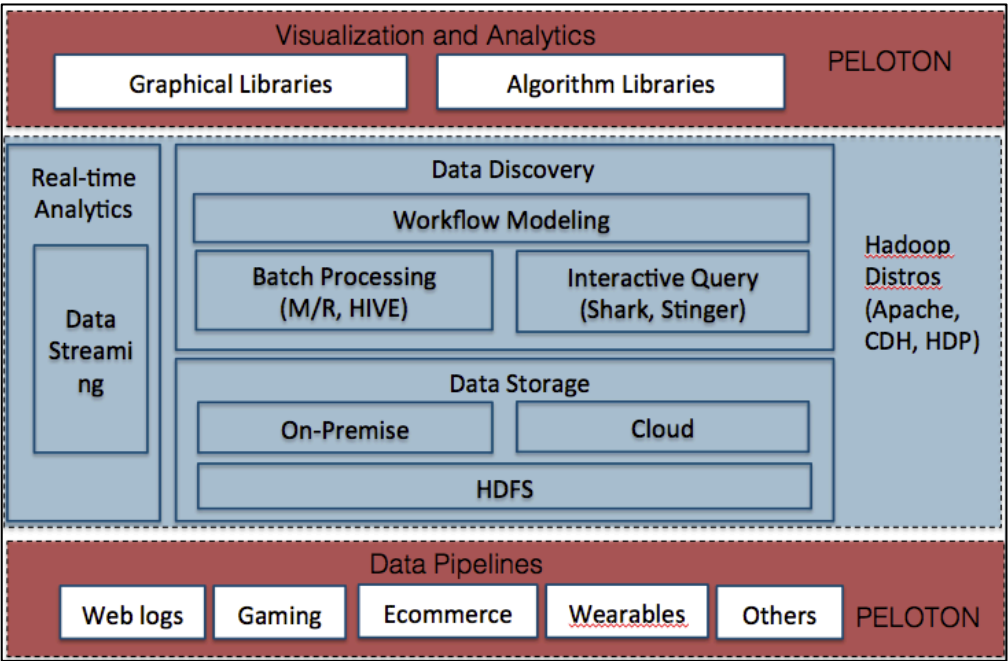


Figure 1. Peloton application and data pipeline framework

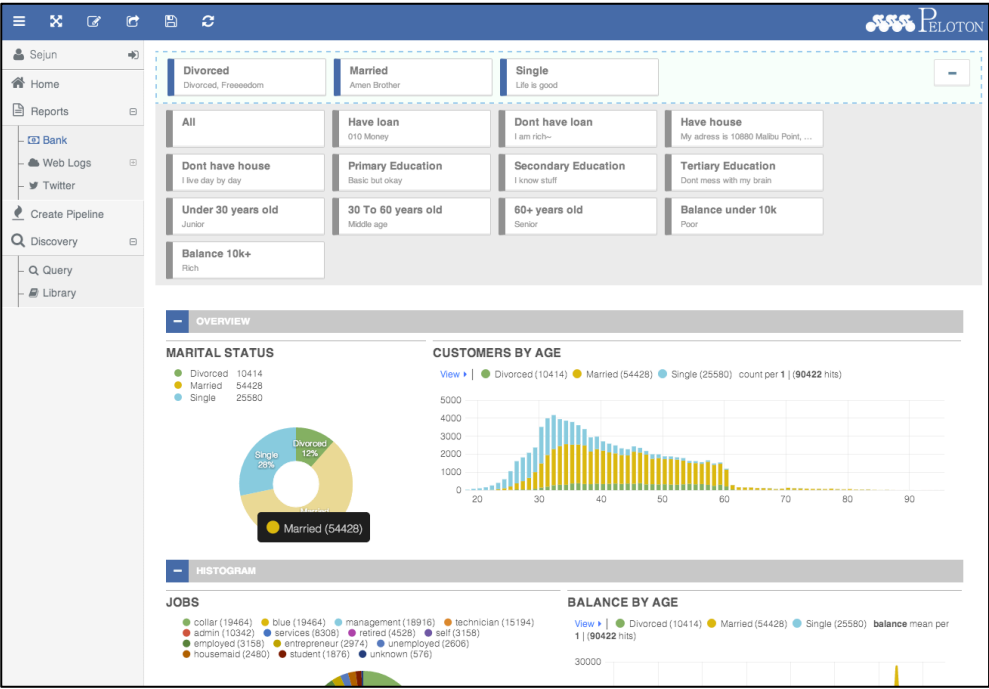


Figure 2. Peloton real-time monitoring dashboard

Step 2: Visualize and Customize your Metrics

Once the data pipeline is setup, you will be able to view your metrics immediately. Monitor, drill-down, and even filter your metrics with a click of a button. We built a easy to use UI so anyone in your team can leverage Peloton to manage your business.

In addition, you can change your dashboard by adding new graphs or creating a whole new dashboard. This customization enables you to create different dashboard for your different business units, so your team can manage their respective businesses all in real-time. That's it. Only two steps and your data is at work for you.

Data Discovery

A key promise of big data is the ability to quickly view and analyze your data across sources and types. The ability to view large data sets in its raw format to find patterns and insights unknown or unrealized before is a major driver of Hadoop adoption. It is something that cannot be done now in a RDBMS world. But again, to do this in Hadoop, you need to know new development frameworks (map-reduce) and use clunky workflow tools. With Peloton and its ZQL framework, users can use the common SQL language (HIVE based) that most analysts and data scientists are already familiar with. So nothing to learn and immediate access across data sets without having to create any new data bases. It just works.

Libraries, algorithms, and more libraries

SQL/HIVE is easy to use and helpful but to truly retrieve deep insights from your data, you need to be able to run algorithms that can find patterns and connections. Other systems require that you use their SDK and rewrite all your algorithms based on their supporting language. Peloton enables your data scientists to bring their current algorithms and plug them directly into Peloton. No SDK or APIs to learn. Simply upload and install for it to be used across your enterprise.

Did you know?

One of the largest mobile device makers in the world chose Peloton because they were able to analyze their unstructured data the same day we introduced our product. No new skills to learn. No data migration required (data housed on S3).



### CONNECT

Simply send your data to one of our “pipes”. Our pipes automatically apply all the necessary filters, parsers, and formats. You don’t need to do anything. Our intelligent pipes come preset to identify and process your data on the fly.



### VISUALIZE

Once data is fed into one of our pipes, Peloton instantly creates a dashboard containing the reports that you use to manage and monitor your business. This dashboard is updated in real-time.



### CUSTOMIZE

Peloton allows you to further filter, connect, and drill down your reports further. Create new dashboards and reports with our easy to use interface. No coding or scripting necessary.



### DISCOVER

Directly access all your data at source, and using our SQL-enhanced language (ZQL) dig deeper into your data. Write or use one of the many available algorithms to look for patterns, forecast, and apply predictive models to gain the edge against your competition.

#### Did you know?

NFLabs has a open source project called Zeppelin? It's an analytical environment for Hive and Hive like systems. Check it out at <http://www.zepplin-project.org>

## Conclusion

Hadoop and its ecosystem is changing the way enterprises run their business. It has the potential to not only save millions, but it's value in the potential of creating billions of dollars of new businesses is even greater. But this potential can only be achieved if more users adopt its technology. And not just developers but business analysts as well as decision makers. Peloton removes these complexities by abstracting the two most difficult tasks—data and application integration. Give Peloton a try and unlock the promise of your big data investment.

## Learn More

Learn more about Peloton and how NFLabs can help you make the most of your big data platform. Please visit us online:

[www.nflabs.com](http://www.nflabs.com)

[twitter.com/koreabigdata](https://twitter.com/koreabigdata)

# NFLABS

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<https://github.com/NFLabs/zeppelin>



<http://zeppelin-project.org/>

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