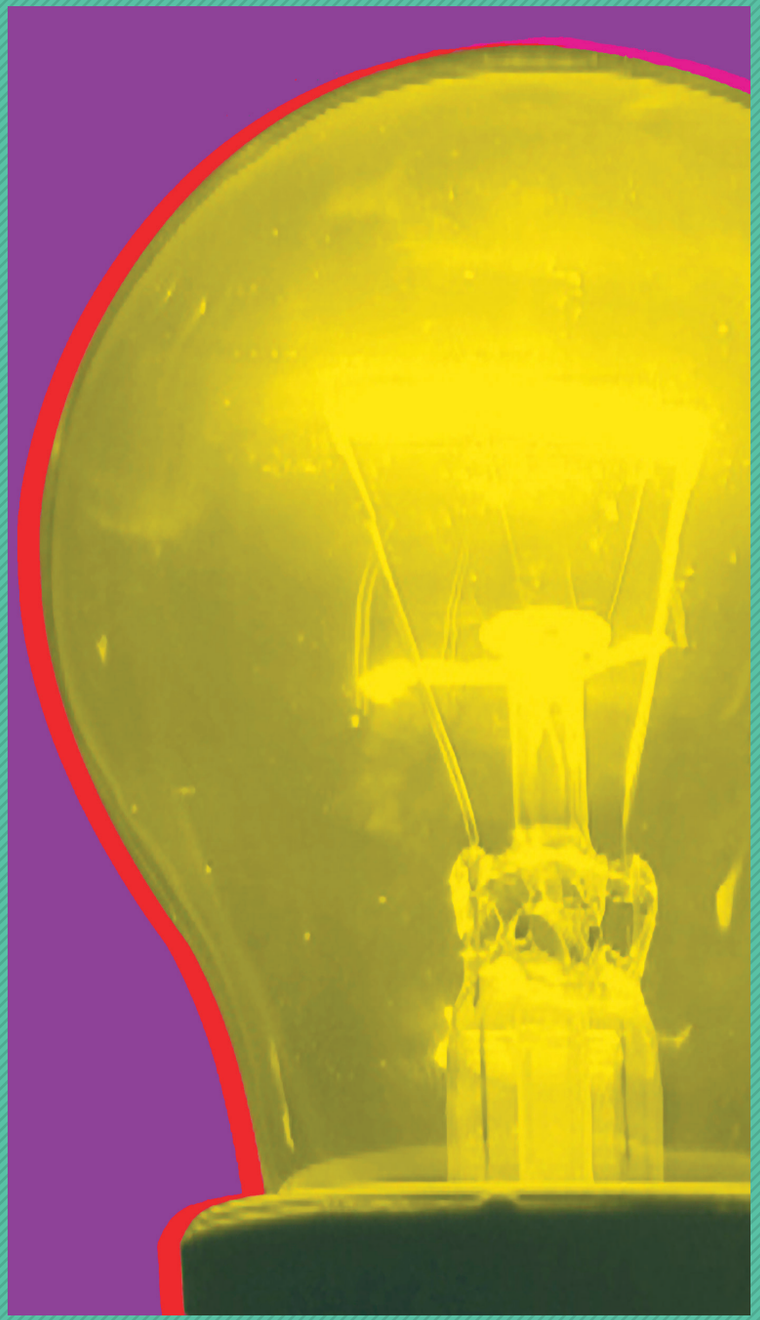
platfora™ Big Data Analytics for the Fact-Based Enterprise.™



# GOING BEYOND SQL+BI ON HADOOP

## DEEP ANSWERS TO TODAY'S BUSINESS QUESTIONS

PLATFORA
BIG DATA ANALYTICS *Series*

# **BUILD A FACT-BASED ENTERPRISE.**
# STOP MAKING DECISIONS BASED ON FICTION, FEELINGS, AND FAITH.

Big data is no longer the next big thing. It's here—and it can put an incredible wealth of facts at your fingertips. You can use those facts to make decisions that improve your business by enhancing the customer experience, accelerating processes, or reducing returns. Imagine a business question that you've always wanted to explore. Odds are that you can with big data.

Big data is creating two kinds of enterprises: Those that rely on facts, and those that base decisions on fiction, feelings, and faith. What's the difference? Fact-Based Enterprises interrogate big data until it surrenders the facts. Using big data, they see correlations between behaviors, actions, and results across every touchpoint in the business. These companies are building Fact-Based Enterprises using Big Data Analytics. The result? Fact-Based Enterprises are exploiting big data to produce better outcomes and more satisfied customers.

Other businesses may think they're taking advantage of big data, but they're not. They don't have the ability to dig into all the data at their disposal. Instead, they let the complexity of Hadoop limit their use of big data. Or they use SQL on Hadoop to drive analysis using traditional business intelligence tools, SQL+BI — limiting their queries to the types of questions that traditional BI is good at answering.

How are Fact-Based Enterprises able to explore big data so effectively? Perhaps they've employed an army of Hadoop experts. It's possible. But more likely, they're relying on Platfora Big Data Analytics. Platfora Big Data Analytics goes beyond what is possible with SQL+BI on Hadoop so that business users can unveil the facts that lie within their data.

Let's look more closely at why SQL+BI on Hadoop limits your access to the richness of big data, and how Big Data Analytics unleashes the true power of Hadoop.

# ELEPHANTS DON'T NEED LEASHES.

Many organizations are running SQL+BI on Hadoop. Aside from the issue of needing IT intervention to keep it going, you may not think there's a downside. Yet there are significant limits on the questions you can ask of your data—which limits your ability to build a Fact-Based Enterprise.

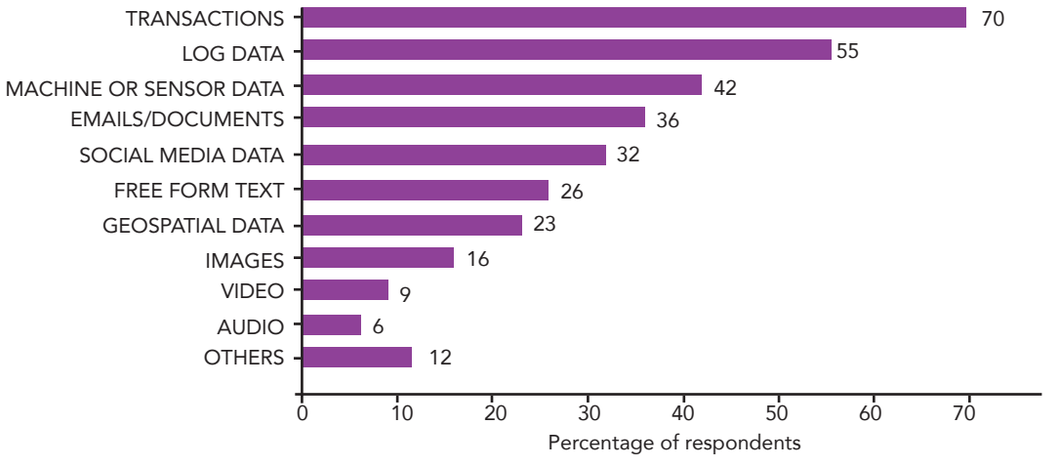
## SQL ON HADOOP: THE PLUSES

Traditional BI tools are good at analyzing summarized transactional data. With SQL+BI on Hadoop and BI tools, you get charts that communicate things like how many widgets you sold with what coupon in July.

## SQL ON HADOOP: THE MINUSES

When you want to bring more variables into the analysis or go beyond simple transactions, things start to fall apart. Business users want to understand customers and events so that they can enhance the overall customer experience, target marketing more effectively, or enhance process efficiency. SQL+BI and traditional BI analysis applied to big data simply can't get you close enough to these goals.

Think of it this way: SQL+BI on Hadoop lets you use BI tools to measure trends in transactions. Yawn. Wouldn't you rather use big data to find users who are likely to create more transactions?

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Based on research from Gartner, the chart at left shows the types of big data enterprises want to analyze. SQL+BI will work well for slicing and dicing transactional data, but less well for all the other types of data enterprises want to analyze. Note that the numbers add up to more than 100 percent. That means enterprises have multiple types of data that they want analyzed—yet they are stuck asking superficial questions of limited data-types with standard access methods and tools.

# DEEPER QUESTIONS GET YOU CLOSER TO THE FACTS.

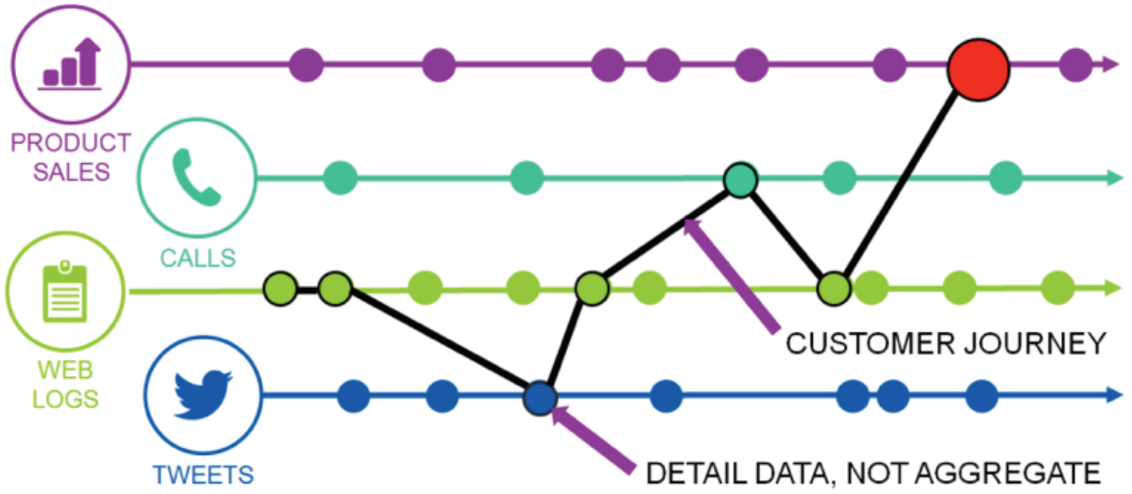
Running SQL on Hadoop gives you access to transactional and other linear data through BI analysis tools. While there's value in the outcomes of that analysis, you're limited in the scope and complexity of what you can ask. But, with big data, the kinds of data you can collect for analysis are virtually limitless. Are you able to realize the true value of all that data using SQL on Hadoop with BI tools alone? In short, no.

| Questions that BI can answer | **Questions that your big data could answer** |
|---|---|
| How many times did a customer buy product X? | Which customers bought X and then bought Y in a given time period? |
| How many customers bought product Y? | How many customers in that group returned the product? |
| What was the total number of customers who purchased something in December? | How do positive tweets, retweets, and other social media influence in-store vs. online product sales? |
| How many customers used a coupon in March? | Are coupon users more likely to share positive and negative experiences on social media? |
| What was the click-through rate for last Monday's marketing email? | What touchpoints in the sales process are most critical for different segments of customers? |
| Did our website generate fewer errors in June than in May? | What events lead different segments of customers to abandon their shopping in carts? |

# EXPLORE ALL DIGITAL TOUCH POINTS.

Your customers likely have multiple touchpoints before they make a purchase. Think of these touchpoints as the customer's journey. The transaction is just the end of the journey. Using SQL+BI on Hadoop, you can look at data about the transaction itself, but not the diverse events leading up to it. That means you can't analyze how various factors, such as online ads, social media, and the call center experience, influenced the purchase. Basically, you can't get at all the facts.

How can you improve your customers' experiences if you can't analyze all their touchpoints? You've got the data in Hadoop, but SQL and BI tools weren't designed to let you analyze the detailed data from multiple sources. Aggregating data obscures the actual paths that lead to import outcomes, such as purchases, returns, complaints, and unsubscribes.




The graphic shows a customer's journey. It begins with multiple visits to your site, and a tweet to social media contacts about your products. Then the customer returns to your site. She has questions, and reaches out to your call center. Finally, she makes her purchase. What can her journey tell you about your website, call center, or social media program? The facts are in the data. You just need to be able to analyze them.

# PLATFORA BIG DATA ANALYTICS. IT'S A BIG DEAL.

Platfora Big Data Analytics lets you go beyond the limits that come with running SQL on Hadoop and traditional BI tools. Using Big Data Analytics you tap into all the relevant data, so that you can find answers to deeper questions about customers, processes, and more. You explore all the dimensions of the data in Hadoop to uncover opportunities to improve every aspect of your business.

## MANAGE WITH FACTS NOT FICTION

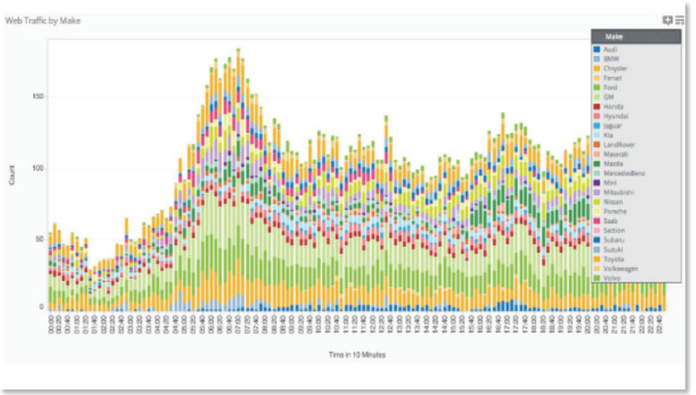
Take any data from any source—web logs, mobile apps, sensors, retail locations, and more. Platfora makes it easy for business users to interrogate the data until it surrenders the facts. Iterative, fast, and visual, Platfora processes raw data in Hadoop, transforming it into rich visualizations that reveal the answers to complex questions.

## PLATFORA BIG DATA ANALYTICS INCLUDES FOUR COMPONENTS:

**Vizboards:** Use a web-based canvas to explore big data by building rich visualizations, including funnel, point, line, bar, and area charts; bubble and scatter plots; heat maps and more.

**Analytics Engine:** Discover data and analyze multiple event streams to uncover the trends that influence your business. Explore ways to turn those trends to your advantage through visualizations, dashboards, and collaboration.

**In-Memory Accelerator:** Bring together the data relevant to your queries into lenses that distribute the data across multiple nodes. Automating the way you select and keep data in-memory makes big data analysis interactive and fast. By overcoming the performance challenges of big data, Platfora addresses one of the key reasons for running SQL on Hadoop—without concealing the rich details contained in your data.




Interrogate big data until you understand all the factors that influence the events that drive your business.

**Hadoop Processing:** Platfora natively integrates with Hadoop and leverages it as a work engine to process and organize raw data. You get the advantages of Hadoop without needing MapReduce experts to query the data. Use Platfora with any major Hadoop distribution.

# BIG DATA ANALYTICS DELIVERS ACTIONABLE INSIGHTS.

Let's look at how one company—an online ecommerce platform that powers more than 70,000 online stores for small businesses—uses Platfora Big Data Analytics to help it understand its customers better.

The company's goal is to make new business customers successful in their online journey. Using a maturity model, the company tracks its customers as they build their online presence. As businesses go deeper into creating their site, the company gains an understanding of the customer's likes and dislikes. The company wants all of its customers to find the experience extraordinary—so that both they and their customers will be successful.

Platfora Big Data Analytics helps the company understand potential pitfalls that could affect different segments of customers. This lets the company spot opportunities to improve the technology it uses to match products and customers. As the company interrogates its data with Platfora Big Data Analytics, it has the facts it needs to keep customers moving along its maturity model. What's more, it is better able to help its customers get maximum value out of its product, thereby strengthening loyalty and creating a more efficient, effective, and profitable customer path.

Thanks to Platfora, the company can now easily ask:

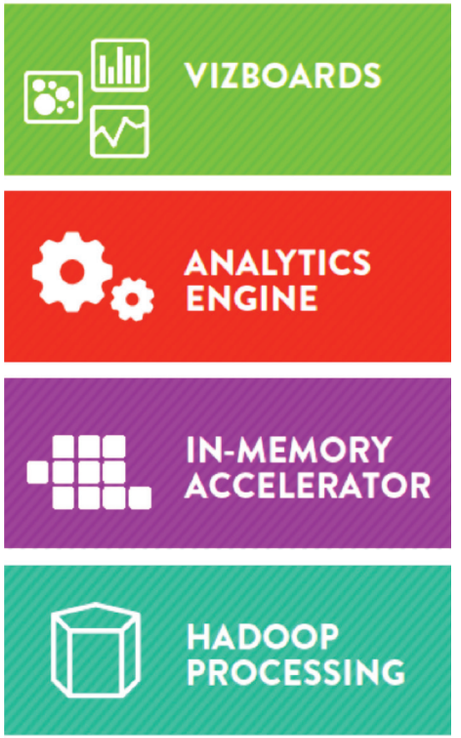
- Why are some customers more successful sooner?
- What are the attributes of more successful customers?
- Why are some segments of customers getting stuck at specific stages in the maturity model?
- What can our technology or customer support staffers do to accelerate customers' journeys?

# GET THE FACTS.
# GET PLATFORA.

Using Platfora Big Data Analytics, you can build an enterprise that bases key decisions on facts derived from big data. SQL on Hadoop is great for answering straightforward questions about transactions, but it won't help you build a Fact-Based Enterprise. Too much of the richness of big data gets obscured when forced into traditional data models.

Platfora Big Data Analytics makes it fast and easy to interrogate big data—even for business users. By masking the complexity of Hadoop, Platfora lets you iteratively and instantly get the answers you need to the questions that really matter to your business. The straightforward visual interface provides an intuitive way to capture insights.

Join the Fact-Based Enterprises that have stopped basing decisions on fiction, feelings, and faith. Contact Platfora today to learn more about Big Data Analytics. For more information about the topics in this ebrochure, view the on-demand webinar.



# Platfora: Big Data Analytics for the Fact-Based Enterprise™

Platfora's mission is to empower customers to transform their businesses into Fact-Based Enterprises.

Platfora processes raw data in Hadoop and gives business analysts visual self-service Big Data Analytics to go from events, actions and behaviors to business facts, today. Platfora software deploys in the data center or in the cloud, next to your Hadoop cluster.

For a demo, visit www.platfora.com or email sales@platfora.com.

platfora™ Big Data Analytics for the Fact-Based Enterprise.™