HP Vertica Analytics System Enables Clients to Monetize Data with Real-time Predictive Analytics

Converged Infrastructure-based AppSystems provide rapid time to value

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Overview
Traditional relational database management systems (RDBMS) and enterprise data warehouse (EDW) systems were designed for the business needs of nearly 20 years ago. Today, vast amounts of structured and unstructured data are being created everywhere, every instant and from a variety of sources.

To successfully compete in the age of the Instant-On Enterprise, clients need to adopt a new approach to Data Warehouse and Business Intelligence. One that enables them to analyze data from any source in real time to determine actionable patterns and trends. The data can then be used to improve customer experience, reduce operational expenses, reduce exposure to fraud and proactively introduce new services allowing clients to monetize their data assets.

Built on the HP Converged Infrastructure, the new HP Vertica Analytics System offers a fully integrated technology stack that includes hardware, management software applications, consulting and HP Solution Support services.

Architected for speed, scale and simplicity
The scale out cluster architecture of the HP Vertica Analytics System utilizes columnar storage and massively parallel processing (MPP) architecture. This enables clients to load data up to 1,000 times faster than traditional row-stored databases and supports hundreds of nodes as well as petabytes of data efficiently without performance degradation. Further, because the systems are able to query data directly in compressed form, clients can store more data, achieve faster results, and use less hardware.[1]

The HP Vertica Analytics System enables clients to:

— Minimize their data storage footprint with Vertica's unique compression technology that delivers a 50 to 90 percent reduction in database storage requirements with 12 separate compression algorithms.

— Achieve faster time to business value with an integrated, next generation analytics database engine that can be deployed in minutes.

— Automatically create an optimized physical database design that provides the best performance for user query needs with the Database Designer tool.

— Generate results in seconds versus hours [2]. Unlike, traditional proprietary systems requiring batch loading of data, Vertica can generate results in real time.

— Easily integrate with existing business analytics applications, reporting tools and open source software frameworks that support data-intensive distributed applications, such as Apache Hadoop.

HP Vertica Systems real time analytics platform has more than 350 clients in a variety of industries including finance, communications, online web and gaming, healthcare, consumer marketing and retail. Software, such as the Vertica Systems real-time analytics platform, is a critical element at the heart of HP's growth strategy, outlined by HP President and Chief Executive Léo Apotheker on March 14.

Availability
The HP Vertica Analytics System is available immediately, in quarter, half and full-rack configurations. The HP Vertica Analytics Platform (software) also may be deployed on existing x86 hardware with the ability to run the Linux operating system.

Previewed at HP's premier client event, HP DISCOVER, which is taking place through June 10 in Las Vegas and Nov. 29 - Dec. 1 in Vienna, Austria, HP Vertica Analytics System supports today's Instant-On Enterprise. In an age of "instant" expectations, businesses and governments need to have the ability to respond quickly and effectively to the changing needs of businesses and citizens.

(1)   Based on customer proof of concept (POC)
(2)   Based on customer proof of concept (POC)

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