

The world's first Enterprise Data Cloud

CLouDERA DATA PLATFORM (CDP)

Key Capabilities

ANY CLOUD

Deploy a hybrid cloud data platform that seamlessly works across private and multiple public clouds.

DATA LIFECYCLE INTEGRATION

Utilize multiple analytics together on the same data, eliminating costly and inefficient data silos.

SECURITY AND GOVERNANCE

Maintain strict enterprise data security, governance, and control across all environments.

OPEN

Ensure zero vendor lock-in and maximum interoperability with open source software, compute and storage.

Cloudera Data Platform (CDP) is a data cloud built for the enterprise. With CDP businesses manage and secure the end-to-end data lifecycle - collecting, enriching, analyzing, experimenting and predicting with their data - to drive actionable insights and data-driven decision making. The most valuable and transformative business use cases require multi-stage analytic pipelines to process enterprise data sets. CDP empowers businesses to unlock value from large-scale, complex, distributed, and rapidly changing data and compete in the age of digital transformation.

An Integrated Data Platform

CDP provides an integrated data platform that creates agility along lines-of-business while facilitating efficiency and security within IT, enabling the entire organization to be more productive. As organizations react quickly to changing business requirements, CDP delivers mission-critical advantages:

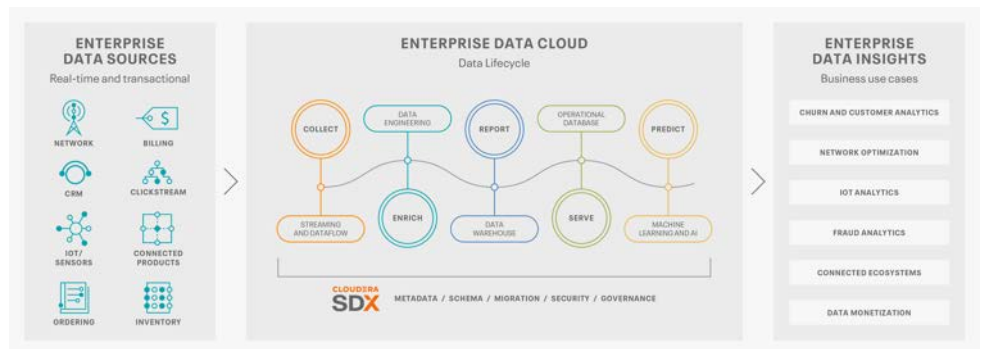
- Designed for data engineers, data scientists, BI analysts, developers and enterprise IT
- Simple to use cloud-native service and automatically secure by design
- Best-in-class analytics and integrated data lifecycle
- Self-serve and custom analytics
- Public cloud and on-premises

CDP enables enterprise IT to embrace these seemingly opposing forces because it delivers the capabilities of an enterprise data cloud.

Our Customers

CLouDERA PRODUCTS ARE USED BY:

- 8 of the top 10 global banks
- All top 10 global telcos
- All top 10 global auto manufacturers
- 9 of the top 10 global pharma companies
- 8 of the top 10 global technology companies
- 40+ of the largest public sector organizations around the world



Any Cloud: Public, Private, and Hybrid

Optimized for hybrid cloud, CDP delivers the same data management and analytic capabilities seamlessly across private and public clouds. Companies can provision a data management and analytic solution in the environment of their choice. CDP separates data management from infrastructure strategy, enabling companies to move data and apps from one environment to another without rewriting applications and retraining personnel. These environments have varying degrees of scalability, flexibility, and cost-efficiency. CDP ensures that businesses are able to choose the environment that makes the most sense for their use cases (data privacy regulations, types of analytics required, etc.), business objectives (speed of deployment, cost efficiency, etc.), and technical considerations (source and location of data, elasticity required, etc.).

Data Management & Analytics

DATA FLOW & STREAMING

A highly scalable, real-time streaming analytics solution that ingests, curates, and analyzes data for key insights and immediate actionable intelligence.

DATA ENGINEERING

Enrich, transform, and cleanse data, making it easy to create, execute, and manage end-to-end data pipelines.

DATA WAREHOUSE

An auto-scaling, highly concurrent and cost-effective analytics service that ingests large scale data anywhere, from structured, unstructured, and edge sources.

OPERATIONAL DATAHOUSE

A real-time, scalable database with the ability to serve traditional structured data alongside unstructured data within a unified open-source platform.

MACHINE LEARNING

Provide enterprise data science teams access to business data and the tools and computing resources required for end-to-end machine learning workflows.

DATA HUB

Run the widest range of custom analytics with a suite of integrated open-source technologies in a traditional cluster-based environment.

CONTROL PLANE

Easily monitor, orchestrate and administer data in hybrid and multi-cloud environments, all through a centralized dashboard.

SDX

Provide comprehensive data privacy, compliance and regulation across the data lifecycle and all clouds.

About Cloudera

At Cloudera, we believe that data can make what is impossible today, possible tomorrow. We empower people to transform complex data into clear and actionable insights. Cloudera delivers an enterprise data cloud for any data, anywhere, from the Edge to AI. Powered by the relentless innovation of the open source community, Cloudera advances digital transformation for the world's largest enterprises.

Learn more at: cloudera.com

Data Lifecycle Integration: From the Edge to AI

The integration of streaming, analytics, and machine learning (the data lifecycle) is now recognized as a prerequisite for nearly every data-driven business use case. With CDP, companies are able to connect disparate workloads to develop critical apps on one data management platform to address current and future workload needs. By enabling companies to get control of data, across all environments, companies are able to master the data lifecycle to get insights that improve productivity and continue their transformation to being data-driven organizations.

Secure and Governed

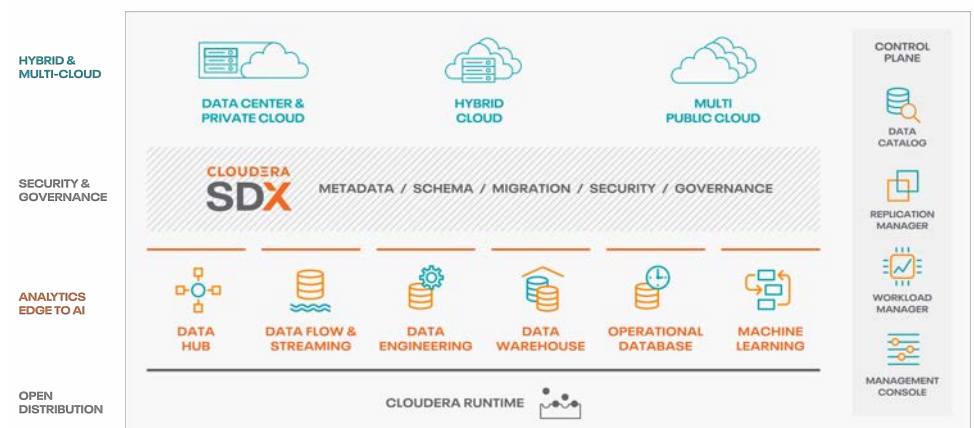
Cloudera's Shared Data Experience (SDX) ensures consistent data security, governance, and control across the data lifecycle and across all environments while mitigating risk and costs. It provides data access policies and state information (metadata, data lineage, metrics, audit trails and more) as an always-on layer in CDP to meet the needs for ever increasing regulatory compliance, reduce business and security risks in handling sensitive data as well as provide safe and agile self-service access to data and analytics. With SDX, enterprises set data access controls and policies once and they will be automatically and seamlessly enforced across data and analytics in hybrid as well as multi-cloud deployments, even as data and workloads move between them.

100% Open

Open source software (Cloudera Runtime) is the foundation of CDP. Licensed under either Apache or AGPL, this approach accelerates innovation, prevents vendor lock-in and delivers enterprise-grade software. Using open source ensures CDP is interoperable with a broad range of analytic and business intelligence applications. This interoperability helps minimize the expense and effort required to connect customers' IT infrastructures with CDP's data and processing capabilities.

Why CDP?

- **Lower TCO** - CDP offers an integrated data lifecycle, eliminating on-going orchestration and integration development work required to implement business use cases with individual data or analytics services from cloud providers.
- **Stronger security** - CDP is "secure by design", using a wide range of capabilities across the data lifecycle to validate users; authorize the actions that users and applications can take with data; report on lineage of data and its use; and protect data from unauthorized visibility. Other vendors have a subset of these security capabilities and an even fewer have integrated these across all data analytics.
- **Run anywhere** - CDP runs analytic workloads on multiple Public Clouds, on-premises Private Clouds or a combination of each for Hybrid Cloud, with a consistent user and IT admin experience. Single cloud providers can't match this flexibility, which is critical for data governance, performance and geographic coverage.



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