Next Generation Big Data Analytics

With the rapid adoption of Cloudera's enterprise data hub and technologies such as Impala and Search, businesses are turning to Zoomdata to provide a visualization and analytical layer that is not only capable of stream processing billions of records, but also delivers an interactive experience designed for the business user. Some of the key benefits of Zoomdata's Next Generation big data Analytics platform include the following:

**Big Data:** Zoomdata supports the reporting, analytics, and exploration of billions of records of structured and unstructured from multiple data sources

**Interactive Dashboards:** Zoomdata's dashboards allow business users to create and share their D3/Java Script based visualizations

**Stream Processing:** Zoomdata's patented query technology leverages a stream-processing engine that supports both real time and historical reporting.

**Native Source Access:** Zoomdata streams data directly from Cloudera Impala and Search as opposed to storing a copy in a proprietary data warehouse.

**User Experience:** Zoomdata's D3 based visualizations run on all of the major platforms and modern browsers using a standard user interface.

**Flexible Deployment:** Zoomdata can either be installed onsite, or is accessible via the Zoomdata Cloud.

**Use Cases**

As the sheer volume of data explodes, businesses across multiple industries are turning to Zoomdata to provide an interactive user experience that can provide reporting and analytical support to both internal users and external customers.

**Cohort Analytics/Data Segmentation**

Businesses seeking to identify, analyze and profile customer demographics, or history that exists in a large structured and unstructured database. Through the use of Zoomdata’s filters, faceted search and time dimensions, users can quickly identify customers that meet a particular profile.

**Click Stream Analytics/Data Fusion**

Marketing firms fusing together data derived from web browsers, mobile devices, and televisions with demographic data to create campaigns that maximize conversion. Through the use of Zoomdata's interactive visualizations such as maps, chords diagrams, or tree maps, marketing teams are able to create and analyze targeted campaigns in hours rather than weeks.
**Log Data Analytics/Real Time**
Operational teams monitoring networks are receiving real time updates from servers, routers, computers and even RFID tags. Through the use of Zoomdata’s Data DVR, which can pause, rewind, fast forward, and play network data in real time, users can identify anomalies that may have occurred five minutes ago, or five weeks ago.

**Major Benefits**
With the Zoomdata and Cloudera Partnership, businesses can rapidly deploy an end-to-end solution that capitalizes on the promise of big data. It begins with pre-built connectors from Cloudera’s enterprise data hub that simplify the connection to your Impala and Search. Next, with Zoomdata’s patented micro-queries, billions of data points can light up visualization in a matter of seconds. Plus, Zoomdata is able to access and analyze your data from its native source, rather copy it into a redundant database for analysis.

**Pre-built Storage Connectors**
Bundled within Zoomdata are a series of connectors that simplify the process of connecting and reporting on data stored in various data warehouses. With the Cloudera Impala and Cloudera Search connectors, users can not only quickly connect to the data, but also activate visualizations and dashboards in just minutes.

**Native Source Access**
With Zoomdata, business is able to take the question to the data. Instead of copying the data from its native source, and putting it into a proprietary data store, Zoomdata queries the data directly from Cloudera Impala and Cloudera Search, which ultimately provides the end user with the latest and greatest information.

**Sharpening**
Zoomdata’s patented approach to generating a series of micro-queries to quickly create visuals capitalizes on Impalas ability to quickly pull data from multiple nodes simultaneously. Much like how a video sharpens its pictures in a matter of seconds, Zoomdata is able to load an initial visual with a sample set of data, and in a matter of seconds, complete the query and display all of the information.

**Facets**
Zoomdata’s dashboards have integrated Cloudera’s Faceted Search facet search into its dashboard. Through this feature, users can select facets, and then see the visualizations within the dashboards update based on the selected facets.

**About Zoomdata**
Zoomdata is a real-time big data visualization and analytics company based in Reston, VA. Zoomdata connects to streaming real-time and historical data and powers an array of beautiful, customizable, and embeddable visualizations through a user experience designed for web, touch, and mobile interfaces. Zoomdata connects to internal and external data sources, combines, merges, and crunches data streams, and allows for unprecedented collaborative real-time data analysis.
About Cloudera

Cloudera is revolutionizing enterprise data management by offering the first unified Platform for big data: The Enterprise Data Hub. Cloudera offers enterprises one place to store, process and analyze all their data, empowering them to extend the value of existing investments while enabling fundamental new ways to derive value from their data. Founded in 2008, Cloudera was the first and is still today the leading provider and supporter of Hadoop for the enterprise. Cloudera also offers software for business critical data challenges including storage, access, management, analysis, security and search. With over 15,000 individuals trained, Cloudera is a leading educator of data professionals, offering the industry’s broadest array of Hadoop training and certification programs. Cloudera works with over 700 hardware, software and services partners to meet customers’ big data goals. Leading organizations in every industry run Cloudera in production, including finance, telecommunications, retail, internet, utilities, oil and gas, healthcare, biopharmaceuticals, networking and media, plus top public sector organizations globally. www.cloudera.com.