



Cloudera and Microstrategy Deliver Easy-to-Use Business Intelligence for Apache Hadoop

Microstrategy, Inc.

Industry

Business Intelligence

Website

www.microstrategy.com

Company Overview

A global leader in business intelligence technology, MicroStrategy provides integrated reporting, analysis, and monitoring software that enables companies to analyze the data stored across their enterprise to make better business decisions.

Product Overview

MicroStrategy's business intelligence platform delivers actionable information to business users via e-mail, web, and mobile devices, including the iPhone, iPad, BlackBerry, and Android. Companies choose MicroStrategy for its ease-of-use, sophisticated analytics, and superior data, and user scalability.

Solution Highlights

- Perform interactive “point-and-click” analytics on data stored in Hadoop
- Query large quantities of structured and unstructured data using tools that are familiar to your organization
- Easily integrate Hadoop into your existing data analytics environment

Empowering Business Users to Extract Valuable Insights from Massive Volumes of Structured and Unstructured Data.

Insight and agility are critical in today's cut-throat business environment. The ability to derive sophisticated, timely, and data-driven answers from complex business questions is paramount to achieving and maintaining a competitive edge. Equally important is the ability to ask those questions across the wide variety and large volumes of data that reside in multiple disparate systems in most organizations.

Hadoop, an open-source software platform for distributed data storage, processing, and analysis, has become the de facto standard for big data projects. Hadoop's ability to handle the massive volume, variety (structured and unstructured), and velocity of complex data is unrivaled in the market. Built on the transformative Apache Hadoop open source software project, Cloudera's enterprise data hub (EDH) is designed for the demanding requirements of enterprise customers. Cloudera is the leading contributor to the Hadoop ecosystem, and has created a rich suite of complementary open source projects that are included in the enterprise data hub (EDH). MicroStrategy provides an industry-leading, robust, and feature-rich Business intelligence platform that empowers business users to gain valuable insights from a wide variety of data sources.

Connecting to Hadoop with the Cloudera Connector for MicroStrategy ODBC driver is as easy as connecting to any other data source from MicroStrategy, with no additional setup or programming required. This puts the powerful capabilities of Hadoop into the hands of anyone who wants to analyze data. Now, with Cloudera Impala™, the industry's first real-time query framework for Hadoop, users can derive interactive analytics directly from the massive volumes and variety of data stored in Hadoop.

This connection allows business users to perform sophisticated “point and click” big data analytics directly from MicroStrategy – just as they do on data stored in data warehouses, data marts, and operational databases. Users can run queries via MicroStrategy's visual interface without the need to write any code. In essence, any user, without programming skill in Hadoop, can ask questions against vast volumes of structured and unstructured data to gain valuable business insights.



Cloudera Enterprise Benefits

Stores and Analyzes Any Type of Data

- Leverage the full power of your data to achieve pervasive analytics, increase business visibility, and reduce costs
- Bring diverse users and application workloads to a single, unified pool of data on common infrastructure; no data movement required

Enterprise Approach

- Compliance-ready perimeter security, authentication, granular authorization, and data protection through encryption and key management
- Enterprise-grade data auditing, data lineage, and data discovery

Industry-Leading Management and Support

- Best-in-class holistic interface that provides end-to-end system management and zero-downtime rolling upgrades
- Open platform ensures easy integration with existing systems
- Open source to achieve stability, continuous innovation, and portability

Microstrategy Benefits

One-Stop Shop for Business Intelligence

- Real-time operational dashboards
- Easily publish reports and statements to thousands of users
- Mobilize analytics to reach every employee and customer

Self Service Analytics

- Enables business people to make faster, better business decisions, empowering them with self-service tools to explore data and share insights in minutes

High Speed Analytics for All Your Data

- Combine multiple sources and present data cohesively
- Accelerate your business with fast and friendly tools
- Make better decisions, faster

About MicroStrategy

Founded in 1989, MicroStrategy is a leading provider of enterprise software platforms for business intelligence (BI), mobile intelligence, and social intelligence applications. MicroStrategy's BI platform enables leading organizations worldwide to analyze the vast amounts of data stored across their enterprises to make better business decisions. Companies choose MicroStrategy BI for its ease-of-use, sophisticated analytics, and superior data and user scalability. MicroStrategy's mobile intelligence platform helps companies and organizations build, deploy, and maintain mobile apps across a range of solutions by embedding intelligence, transactions, and multimedia into apps. MicroStrategy's social intelligence platform includes a number of applications that help enterprises harness the power of social networks for marketing and e-commerce, as well as a suite of free consumer friendly apps that use MicroStrategy's enterprise technologies. The MicroStrategy Cloud offering combines MicroStrategy and third-party software, hardware, and services to enable rapid, cost-effective development of hosted BI, mobile, and social applications. To learn more about MicroStrategy, visit www.microstrategy.com.

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.

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