

# Freedom to choose the best of CDP Public and Private Cloud

## CDP HYBRID CLOUD

"CIOs and business decision makers have been looking for a data platform that will work with their data, no matter where it's located. That's the promise of CDP Hybrid Cloud."

- Mike Feibus, President and Principal Analyst at FeibusTech



30X

Faster delivery of data services

### CDP Hybrid Cloud - faster time to value AND easier for IT

CDP Hybrid Cloud delivers the data services your business needs, no matter where your data is. It delivers the best of public and private clouds - that's the power of AND. No more sacrificing the needs of the business due to the constraints of IT. CDP Hybrid Cloud delivers the flexibility your business demands AND the simplicity IT requires.

- Faster time to business insights AND increased IT controls
- High performance AND cost effective
- Petabyte data scale AND bursty data jobs
- Purpose-built for Data Engineers AND Data Scientists
- Easier to build complex applications AND simple dashboards

70%

Cut time for complex data integrations

### 30x faster data service delivery AND 50% stronger security

CDP Hybrid Cloud cloud-native data services are delivered to your users in minutes not weeks, running in AWS, Azure or GCP, as well as on-premises in container based data center infrastructure. AND with SDX everywhere, you get consistent, policy-based controls across all environments, improving security.

40%

Higher resource utilization

### 70% faster complex data integrations AND 40x faster time to reports

CDP Hybrid Cloud's common platform, shared data experience and standardized processes dramatically simplifies complex data integrations from weeks to days. AND it also automates report creation, reducing operations costs and significantly reducing time to data dashboards and reports.

### 40x faster data infrastructure delivery AND 40% higher utilization

CDP Hybrid Cloud auto-scales infrastructure up and down efficiently, providing capacity as needed without days or weeks of planning and preparation. AND it also improves cloud and data center infrastructure utilization up to 40% more than alternatives.

"The reality: Hybrid cloud is the de facto model."

- Deloitte

### CDP Hybrid Cloud - the best of public AND private cloud

CDP Hybrid Cloud enables businesses to use the best environment across public clouds and private clouds for their workloads, applications and pipelines based on SLAs, budget, technical, and compliance requirements, giving unmatched freedom to choose. Faster time to value while meeting technical AND financial constraints - that's the CDP difference.

"We run ephemeral/  
exploratory workloads in the  
cloud and bring mature  
applications back on prem."

- US Health Insurer

"At this point, I would say that  
Cloudera has emerged as a  
leader if not the leader in  
hybrid multi-cloud data  
analytics. If you want to  
manage data end-to-end,  
from the edge, on-premises,  
and in multiple public clouds,  
your choice today is Cloudera  
that already has 1,000s of  
PBs under management."

- Patrick Moorhead, Cloudera's Data  
Platform Private and Public Cloud both  
GA and it's time to migrate, Forbes,  
May 3, 2021

"We want to build once and  
deploy anywhere."

- US Credit Card Company

"We can migrate workloads to  
the cloud without completely  
rewriting them."

- EU Bank & US Tech Company

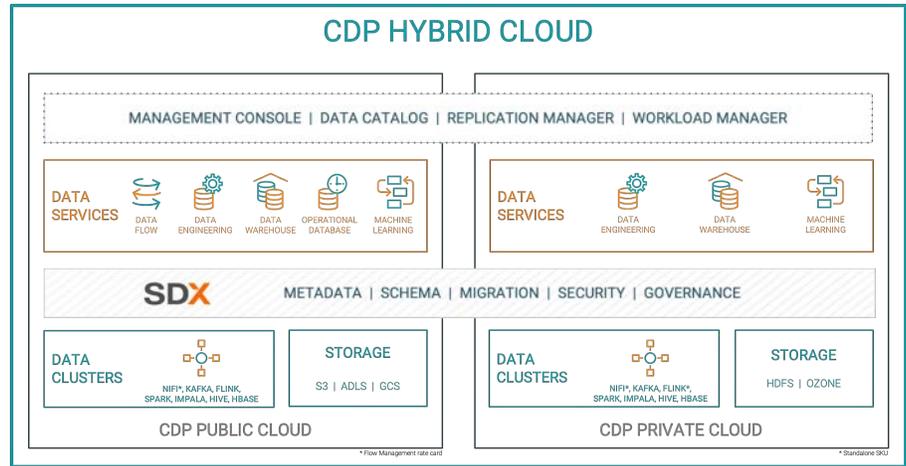
**About Cloudera**

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](https://cloudera.com)

**CDP Hybrid Cloud - the next-gen hybrid data platform**

CDP Hybrid Cloud runs on a modern data architecture with separation of compute and storage, a common management framework, including SDX security and governance that is the foundation for both CDP Private Cloud and CDP Public Cloud.



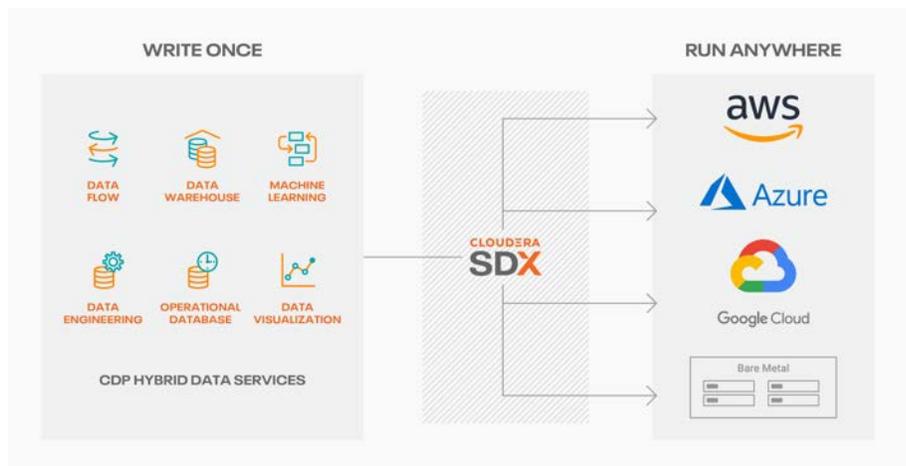
**Run advanced data services AND data clusters on data anywhere**

CDP Hybrid Cloud simplifies operations for IT and makes data users more productive:

- Data Engineering: simpler data cleansing and enrichment for data engineers
- Data Warehouse: faster analysis and reporting for data analysts
- Machine Learning: end-to-end machine learning workflows for data scientists
- Data Hub: data clusters for NiFi, Kafka, Spark, HBase, Hive, Impala and Flink

**The Cloudera Hybrid Data Platform Vision**

We believe that a hybrid data platform should deliver the freedom to move, without rewriting, applications, data, and users between the data center and public clouds.



Data services that run where you need them, automatically, everywhere. Dynamically optimized for best cost, compliance, time to value, or performance. They just work.