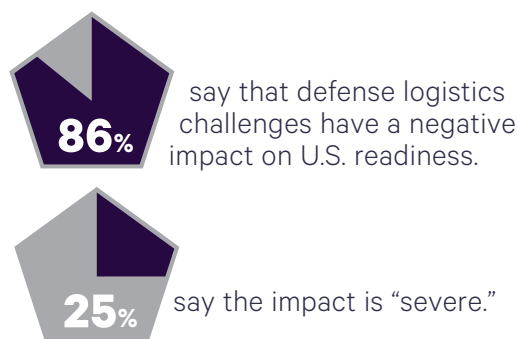


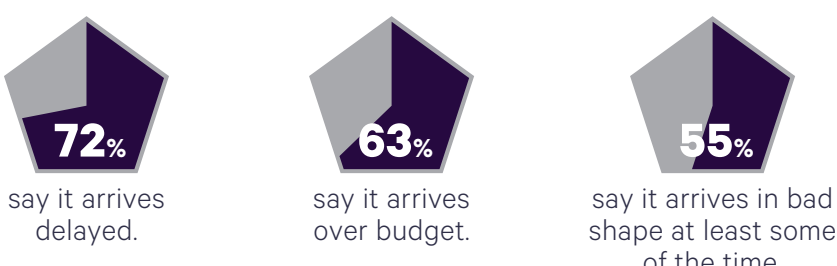
WHAT'S HOLDING BACK DEFENSE LOGISTICS?

A December 2014 survey by Government Business Council found that a majority of Defense Department employees believe logistics challenges are negatively impacting operations.

TODAY, DEFENSE LOGISTICS EXPERIENCES MANY CHALLENGES.



Respondents say that delivery of Defense materiel and equipment more often than not experiences problems.



DEFENSE LOGISTICS OFFICERS ARE BEING ASKED TO ACCEPT INCREASING LEVELS OF SUPPLY CHAIN RISK.

And it's only getting worse...



WHAT FACTORS DO DEFENSE EMPLOYEES THINK ADD THE GREATEST RISK TO DEFENSE SUPPLY CHAINS?

50% Ineffective systems used to manage supply chain data

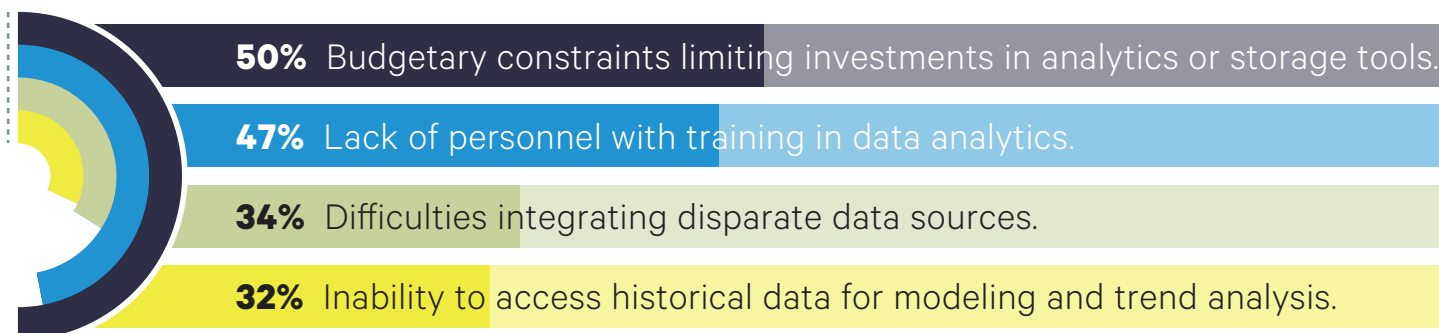
49% Federal sourcing funds

33% Technical complexity

29% Lack of third-party supply chain visibility

THE KEY TO IMPROVING THIS IS DATA VISIBILITY.

Data visibility is limited by...



"WHAT ACTIONS WOULD HAVE A POSITIVE IMPACT ON SUPPLY CHAIN EFFECTIVENESS?"

Answer: Data that is integrated, automated and real-time.



WHAT SOLUTIONS ARE KEY?

- #1 Utilize an Apache Hadoop™ powered enterprise data hub (EDH) to realize enormous cost savings, freeing up resources.
- #2 Maximize existing skill sets and work experience by training personnel in big data management and analytics.
- #3 Bring together and fuse data silos with an EDH so that all data, of any type, is readily accessible to many forms of analysis to improve collaboration and time-to-action.
- #4 Integrate analytics throughout all phases of the supply chain, from historical analysis to operational reporting, within a shared IT architecture.

TRY APACHE HADOOP NOW

Cloudera Live is the fastest and easiest way to get started with a Hadoop-powered EDH. See the platform in action with self-guided, interactive demos and tutorials.

This free, cloud-based Hadoop environment lets you:

- Learn the basics of Hadoop & an EDH
- Plan your Hadoop project using your own data sets
- Explore the latest features of CDH, Cloudera's open source Hadoop platform
- Extend the capabilities of Hadoop through familiar partner tools and applications

TO GET STARTED, GO TO: CLLOUDERA.COM/LIVE

THE EDH FOR THE PUBLIC SECTOR

Visit Cloudera's website to discover the advantages of a Hadoop-powered enterprise data hub for supply chain optimization and more.

Discover how an EDH can drive:

- Data and Application Consolidation
- Advanced Data Fusion & Analytics
- Improved Security Intelligence & Fraud Detection
- Infrastructure & Skills Optimization

LEARN MORE AT: CLLOUDERAGOV.T.COM



About Cloudera

Cloudera is revolutionizing data management with the first unified platform for big data, an enterprise data hub built on Apache Hadoop™. Cloudera offers agencies a secure and cost-efficient place to store and analyze all their data, empowering them to derive new insights and correlation while extending the value of existing investments. Visit: <http://www.cloudera.com/>

Methodology

GBC and Cloudera deployed a survey to a random sample of Government Executive, Nextgov, and Defense One online and print subscribers in December 2014. The pool of 314 respondents includes employees at the GS/GM 11-15 grade levels and members of the Senior Executive Service. Respondents represent the Department of Defense and the military service branches.