 ATTUNITY	<h2>Cloudera and Attunity Deliver on the Promise of Hadoop</h2>
<p>INDUSTRY Data Integration</p>	<p>Moving Data Into and Out of Hadoop</p> <p>The New York Times recently reported that data scientists may spend as much as 80 percent of their time on collecting and moving large volumes of data before it can be explored for useful nuggets.¹ That won't work for data analysts who need to move information from many different sources into and out of the Hadoop system so that they can analyze it before it becomes irrelevant.</p>
<p>WEBSITE www.attunity.com/cloudera</p>	<p>Attunity's Solution for Hadoop</p> <p>Attunity offers software and services to optimize and move Big Data in and out of Hadoop with speed and ease. The software solutions are:</p>
<p>COMPANY OVERVIEW</p> <p>Attunity solutions optimize and move any data, in any volume, to any target at any time.</p>	<p>Attunity Visibility - provides detailed insight into business activity, data usage and resource consumption so that you can optimize data delivery platforms with an integrated dashboard to diagnose and assess performance bottlenecks</p> <p>Attunity Replicate - moves structured data into and out of Hadoop including data from all major databases, data warehouses, and structured files.</p> <p>Attunity Maestro - orchestrates and automates the data transmission and deployment processes of Big Data.</p>
<p>CLOUDERA VIEWPOINT</p> <p><i>"Enterprise customers need good data integration tools and the most capable enterprise data hub environment to get the most out of their Big Data initiatives. The recent certification of Attunity Replicate on Cloudera Enterprise enables Cloudera customers to achieve faster time-to-value for Big Data projects by providing an easy-to-use and robust graphical environment for data movement to and from Hadoop."</i></p> <p>- <i>Tim Stevens, Vice President, Business and Corporate Development at Cloudera</i></p>	<p>Attunity solutions are easy to use so no one needs to have special Hadoop expertise or scripting tools to perform data loading and offloading tasks.</p> <p>Using Attunity's solutions, Cloudera customers can:</p> <ul style="list-style-type: none"> o Reduce time and resources required to move data for Hadoop o Lower the costs associated with moving data into and out of Hadoop o Move data in batch as well as incrementally with low latency o Automate movement across Hadoop and data warehouses o Manage the data supply chain - including data lakes - through a graphical user interface
<p>SOLUTION HIGHLIGHTS</p> <p>Attunity delivers high-performance solutions that optimize and move Big Data into and out of Hadoop with speed and ease.</p>	

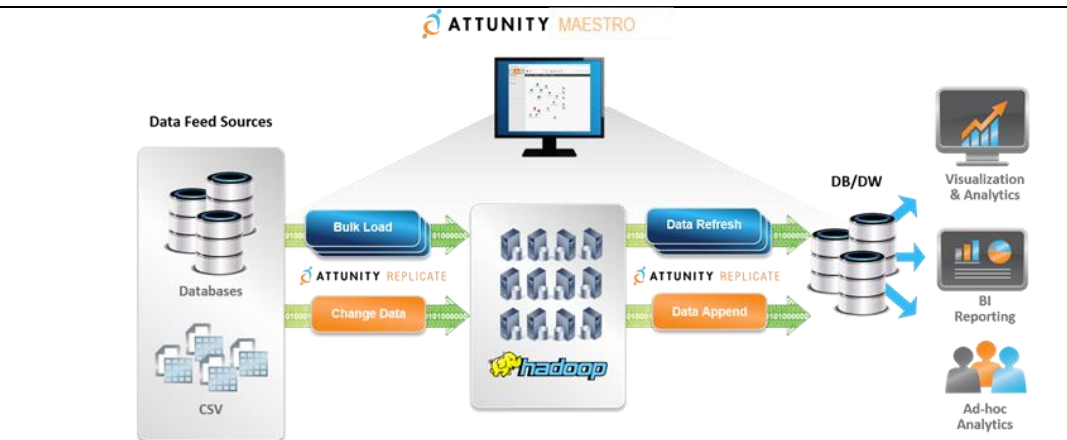
¹ ["For Big-Data Scientists, 'Janitor Work' Is Key Hurdle to Insights."](#) by Steve Lohr, New York Times, August 17, 2014.

Benefits of Cloudera

- **Powerful** – Store, process, and analyze all your data to drive competitive advantage
- **Efficient** – Hadoop unifies compute and data to improve operational efficiency
- **Open** – 100% open source: CDH is the world's most popular open source distribution powered by Apache Hadoop
- **Simple** – Easy to deploy and operate with centralized administration
- **Compatible** – Leverage your existing investments for rapid adoption and lower TCO
- **Enterprise-Ready** – Equipped with critical capabilities to support mission-critical operations

Benefits of Attunity

- **Effective** - Reduce time and resources required to move data into and out of Hadoop quickly and easily
- **Economical** - Lower the costs associated with moving data for Hadoop
- **Flexible** - Move data in batch as well as incrementally with low latency
- **Robust** - Automate movement across Hadoop and data warehouses
- **Bi-Directional** - Use Hadoop as both a source and a target system
- **Graphical** - Manage the data supply chain - including data lakes - through a graphical user interface



This illustration shows how Attunity Maestro coordinates the process of moving data from multiple sources into and out of the Hadoop Data Lake using Attunity Replicate.

From healthcare and telecom companies to online travel firms and media companies, organizations are finding that Attunity offers a solution that it provides remarkable speed and automated data collection and loading into and out of Hadoop.

Cloudera and Attunity Working Together

Attunity has partnered with Cloudera to deliver high performance solutions that optimize and move data in and out of Hadoop. By combining Cloudera's Hadoop expertise with Attunity's data integration technology, enterprises will be able to load massive amounts of structured and unstructured data to Hadoop quickly and easily. To learn more, visit www.attunity.com/cloudera.

About Cloudera

Cloudera is revolutionizing enterprise data management by offering the first unified Platform for Big Data, an enterprise data hub built on Apache Hadoop. Cloudera offers enterprises one place to store, access, process, secure, 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. For more information, visit www.cloudera.com.

About Attunity



Attunity is a leading provider of information availability software solutions that enable optimization, access, management, sharing and distribution of data, across heterogeneous enterprise platforms, organizations, and the cloud. For more information, visit www.attunity.com.