



INDUSTRY

Data Integration

WEBSITE

[www.attunity.com](http://www.attunity.com)

COMPANY OVERVIEW

Attunity ensures that right data is in the right place at the right time.

PRODUCT OVERVIEW

**Attunity Visibility** provides detailed insight into business activity, data usage and resource consumption so that organizations can rebalance data and workloads to the right platform.

**Attunity Replicate** moves data from all major databases and data warehouses into and out of Hadoop so that organizations can analyze information before it becomes irrelevant

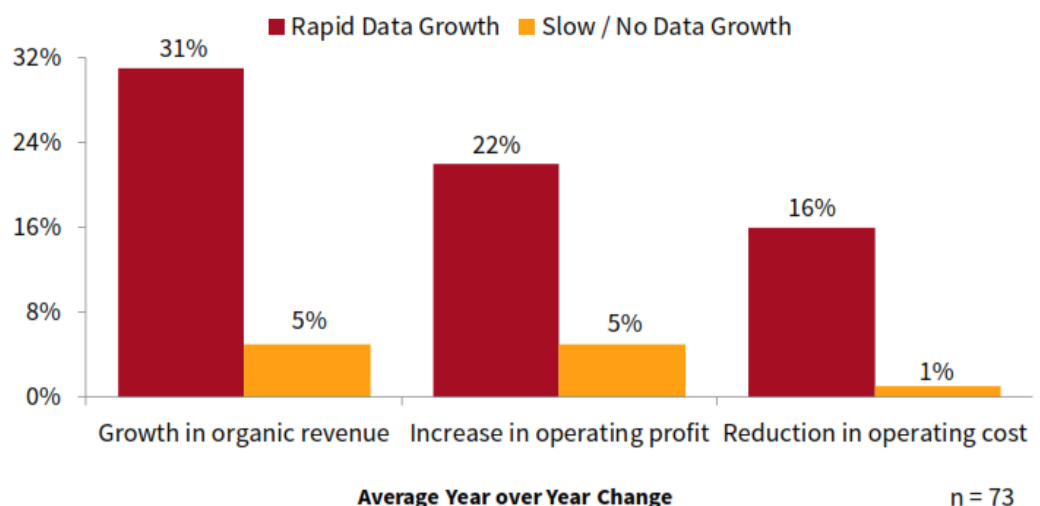
SOLUTION HIGHLIGHTS

- Automate data movement across Hadoop, data warehouses, and the cloud
- Move data in batch as well as incrementally with low latency (CDC)
- Lower the costs associated with moving data into and out of Hadoop
- Measure and audit the utilization of information assets to make smarter infrastructure investments
- Manage the data supply chain - including data lakes - through a graphical user interface

## Cloudera and Attunity Deliver on the Promise of Hadoop

Recently, the Aberdeen Group did a survey on how organization's active data is growing on a year over year basis. What did they learn? For starters, companies experiencing rapid data growth were more likely to uncover business opportunities and drive growth. These companies are better able to leverage a wider variety of data types that are both structured and unstructured. And – not surprisingly – the research also showed that there is a correlation with data growth and business growth. The challenge for organizations is in managing their data growth efficiently so that they can get value from it that will benefit the business.

### Data Growth → Business Growth



Source: Aberdeen Group, March 2015

### Right Data. Right Place. Right Time.

Working together, Cloudera and Attunity are providing organizations with proven solutions that maximize data value while minimizing legacy data warehouse costs. By combining Cloudera's Hadoop expertise with Attunity's data optimization and data integration technology, organizations are able to get the right data in the right place at the right time.

Attunity provides data optimization and integration software that helps Cloudera customers gain insights into their data. Together, we proactively address exploding data growth, efficiently manage the performance of BI and data warehouse systems, and realize the tremendous economies of Hadoop.

### 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

### Attunity Enterprise Benefits

#### Award-winning Solutions

- > Attunity has earned numerous awards and recognitions for its innovative information availability technology from respected industry media outlets, IT professionals and industry analysts.

#### Certified by Cloudera

- > Attunity Replicate is certified on Cloudera Enterprise.

## Cloudera and Attunity Working Together Offer Faster Time-to-Value

Organizations that leverage the Cloudera and Attunity partnership experience a faster, more efficient data-driven migration path to Hadoop. The joint solutions delivers a higher rate of return on investment and transforms data from a cost to an asset.

### Attunity Visibility Optimizes Enterprise Data

Attunity Visibility provides detailed insight into business activity, data usage and resource consumption so that organizations can:

- Rebalance data and workloads to the right platform by identifying unused data and resource-intensive workloads
- Optimize multiple data delivery platforms with an integrated dashboard to diagnose and assess performance bottlenecks
- Measure and audit the utilization of information assets to make smarter infrastructure investments

### Attunity Replicate Accelerates Data Ingest for Big Data Analytics

Attunity Replicate is high-performance data replication software that ensures the availability of data for meeting business operations and business intelligence needs so that organizations can:

- Automate movement across Hadoop and data warehouses
- Move data in batch as well as incrementally with low latency (CDC)
- Lower the costs associated with moving data for Hadoop
- Use Hadoop as both a source and a target system

## About Attunity

Attunity is a leading provider of information availability software that enable optimization, access, management, sharing and distribution of data across heterogeneous enterprise platforms, organizations, and the cloud. Attunity has supplied innovative software solutions to its enterprise-class customers for nearly 20 years and has successful deployments at thousands of organizations worldwide. Headquartered in Boston, Attunity serves its customers via offices in North America, Europe, and Asia Pacific and through a network of local partners. For more information, visit [www.attunity.com](http://www.attunity.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](http://www.cloudera.com).