



SAP

Industry

Analytics

Website

www.sap.com

www.saplumira.com

www.sap.com/bigdata

Company Overview

Headquartered in Walldorf, Germany, with locations in more than 130 countries, SAP SE is the world leader in enterprise software and software-related services. Explore a 42-year history of innovation – and access late-breaking company news, financial and investor information, career opportunities, and more.

Product Overview

SAP offers analytic tools that enable traditional BI as well as SAP Lumira so business users can do trusted data discovery themselves, while knowing the data is enterprise-ready.

Solution Highlights

- SAP Business Objects BI Platform enables centralized management and security of your BI to let IT easily share interactive BI throughout the organization
- Tease out more information and improve the function of your predictive models with SAP Predictive Analytics
- SAP Lumira lets business users easily do their own data discovery through the user interface

Cloudera and SAP Deliver Big Data Analytics

Big data analytics are driving significant advances across nearly every industry. Models that can predict the probability a customer will churn, the efficacy of new drug treatments, or the likelihood that a credit card was stolen have all been exponentially improved by the availability and exploration of datasets that weren't available to analysts just a short time ago.

Data-driven organizations are turning to a new reference architecture called an enterprise data hub (EDH) based on Apache Hadoop to store unlimited data, cost-effectively and reliably, for as long as necessary, and allow users to access that data in a variety of ways.

Large enterprises running SAP Analytics including SAP Lumira, SAP BI Platform, and SAP Predictive Analytics can connect to an enterprise data hub from Cloudera via a direct connection to Cloudera Impala, the leading interactive analytic database for Hadoop.

SAP Lumira

Tap into the power of big data and see patterns emerge in front of your eyes. Visualize data with an intuitive drag-and-drop interface. Uncover outliers and trends with engaging visualizations and stories. Maximize business knowledge with big-picture insights and granular details.

SAP Lumira provides data wrangling and visualizations in the form of graphics, heat maps, scatter charts, or custom visualizations (defined through our SDK). The BI solution meshes data from different sources like traditional data warehouses and Hadoop to create intuitive visual stories and enable enterprises to gain a better understanding of their business. SAP Lumira, like all SAP Analytics solutions, connects directly to Cloudera Enterprise through Impala or Hive via JDBC driver.

SAP Business Objects BI Platform

Enterprise users can use SAP Business Objects BI Platform to make it easy to discover and share insight with a business intelligence platform that provides flexibility, scalability, and function.

Business Objects users can connect to data in Cloudera Enterprise to access big data from the BI clients that they are already familiar with (Web Intelligence, Crystal Reports, SAP Dashboards).

SAP Predictive Analytics

SAP Predictive Analytics lets users go beyond seeing what happened to understanding why it happened, and what could or should happen. The potential applications are vast and varied. A marketing team could better understand when to target different customers with a certain product. A mechanic could know to repair a car before it broke down. Sales teams could better identify potential high spenders and give them premium service.

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

Benefits of SAP

Trusted Data Discovery

- Enterprise-ready tools empower business users to do their own analysis while keeping them confident in the quality of their data.

Leverage Tools You Already Know

- Connect to Cloudera directly through Impala or Hive using the BI tools you're already familiar with and mashing the information with more traditional data sources

Scalable

- Start using SAP Lumira for data discovery
- SAP Predictive Analytics extends your business insights from what happened to modelling your next best step
- Adopt SAP HANA at any time to enable real-time analytics

All this is done quickly and easily through a simple graphical user interface that enables data analysts to generate predictive models using advanced analytics while data scientists can apply their skillset to refine these models when and where it can have maximum impact (including directly using R).

Predictive Analytics uncovers hidden information from data, creating additional attributes that make predictive algorithms more accurate. And calculations are quick since SAP Infinite Insight processes data directly on Cloudera Enterprise.

Hadoop is a cost effective and scalable method of storing and processing all data. Predictive Analytics can help users tease out the important information from their enterprise data hub and implement a tiered data architecture combined with traditional data warehouses or offerings like SAP HANA for real-time analytics.

SAP HANA

Any organization currently leveraging SAP HANA can deploy an enterprise data hub as a landing zone for unstructured data, historical data that might otherwise be archived or taken offline, and data of unknown value. Using a variety of processing and analytic frameworks embedded in the EDH, analysts can discover high-value data and push it into SAP HANA for rapid analysis or deliver it direct to a variety of SAP BI tools.

About SAP

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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 40,000 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 1200 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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