



Intel

Industry

Semiconductor

Website

www.intel.com

Company Overview

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com

Partnership Highlights

Accelerate Hadoop innovation via open source by committing to strengthen Hadoop projects, contributing its innovation to the various open source projects in areas such as performance, security, and manageability.

Enable Cloudera on Intel Architecture (IA) to deliver dramatic gains by jointly develop roadmaps to optimize data processing workloads at the silicon level, and to optimize to deliver faster insights, better security, with less complexity.

Foster evolution of big data ecosystem by allowing organizations to leverage existing assets and investments to become truly information-driven enterprise.

Intel and Cloudera: Accelerating Enterprise Big Data Success

In the past few decades, Intel has been the pioneer and the force behind major shifts and advances of technologies: from UNIX on RISC architecture to Linux on Intel Architecture in the 1980s; from physical dedicated servers to virtualized environment in 2008; and from on-premise dedicated clusters to Cloud computing in the early 2010s. Today, big data is one of the most innovative trends in data management and Apache Hadoop is the primary technology. By uniting Cloudera's leading enterprise analytic data management software powered by Apache Hadoop with the data center architecture based on Intel® Xeon® Processor E5 V3 family technology, this becomes the fastest way to achieve industry adoption of big data solutions, making it easier for companies of all sizes to obtain increased business value from data by deploying open source Hadoop solutions.

Transforming How Enterprises Use Big Data

The power to drive the inflection points in data center technologies lies with the ability to have software and silicon co-evolve to deliver dramatic gains. That is, to have software written to take advantage of the features that are embedded into silicon, servers, storage, and network solutions, allowing innovative technologies to become pervasive. With big data, Intel's first and foremost objective is to see the growth of Hadoop adoption in the enterprise while keeping the platform open, enabling more enterprises to benefit from big data analytics.

Cloudera, through the Cloudera Enterprise, has delivered a series of enterprise-grade innovations to Hadoop and has maintained the commitment to the open source from founding to this day. By bringing together Intel, a world leader in computing innovation, and Cloudera, the leader in enterprise analytic data management powered by Apache Hadoop, Cloudera and Intel are able to accelerate the pace of innovation and deliver customer value on a leadership platform for the market.

Accelerate Hadoop Innovation via Open Source

The best way to transform how enterprises use big data is to make the data management platform pervasive to organizations large and small. Cloudera and Intel are committed to strengthen Hadoop projects, contributing their innovation to the various open source projects in areas such as performance, security, and manageability.

By converging features from IDH and Cloudera Enterprise and by combining the two Hadoop development teams into an unprecedented total of 200+ Hadoop developers and near 100 open source committer seats, Intel and Cloudera will be able collaboratively accelerate the pace of investment in the open source Hadoop community.

“In 2000 Intel saw Linux coming and invested in heavily in Red Hat; in 2005 we saw virtualization happening and invested in VMware; in 2008 we started investing heavily in hyper-scale computing. We think big data and Hadoop will dwarf all of them.”

Diane Bryant, SVP and GM,
Intel Data Center Group

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

Enable Cloudera on Intel Architecture (IA) to Deliver Dramatic Gains

The Intel-Cloudera partnership is really geared towards enabling Hadoop to run best on Intel Architecture. With Intel owning 94% of the market share in the global data center market, enabling Hadoop to run best on IA means enabling top Hadoop performance in majority of data centers.

This means working on defining a joint roadmap to co-evolve silicon and software, and to push compute-intensive workloads down to the silicon. For example: to accelerate encryption/decryption performance on the chip with AES-NI; to boost data compression/decompression rate through SSE 4.2, a compression algorithm that sits inside the silicon; and to leverage specific silicon features to be able to compute and complete the Math Kernel Library (MKL) algorithms faster. Further performance gains can also be achieved by enabling the use of SSD's for caching functions, which can improve read intensive workload performance up to 50x. Additionally, 10/40GbE networking benefits IO intensive workloads and can reduce the time to perform functions such as Hadoop sort by half.

These joint features optimized on Intel Architecture will deliver faster insights, better security, with less complexity.

Foster Evolution of Big Data Ecosystem

Intel and Cloudera's mutual goal is to make sure that big data reaches its potential. To do so, we are continuing to foster the evolution of the big data ecosystem. Only with this mentality can we ensure that our customers can deploy an enterprise data hub where and how they need to, are able to purchase Cloudera where and how they want to, can learn and train on Cloudera, can build and deploy solutions efficiently, and can run a wide variety of applications and tools against their Cloudera-based data management environment. And ultimately, ensure that they can be successful in becoming an information-driven enterprise.

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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 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 1,400 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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