



## ZOOMDATA

### Industry

Data Analytics & Visualization

### Website

www.zoomdata.com

### Company Overview

Zoomdata is the leading provider of Next Generation, Big Data Analytics software to Global 1000 enterprises. The Zoomdata interface allows users to easily connect, visualize, and interact with data on browsers and mobile devices. Once deployed, users are able to create interactive D3.JS based dashboards, fuse disparate data sources from across the enterprise into a single user experience and create a corporate data quilt that lets business users collaborate on the data that drives their business.

### Product Overview

Zoomdata's Next Generation Data Analytics and Reporting platform integrates with Cloudera's Impala and Search products to support big data implementations with streaming analytics and unstructured search. With a tactile experience, users can interact with data using a Data DVR (RW/FF/Pause), conduct drill downs and employ complex algorithms to share insights with their colleagues.

### Solution Highlights

- Stream Processing
- Pre-Built Connectors
- Native Source Access
- Big Data Implementations

## Next Generation Big Data Analytics

With the rapid adoption of Cloudera's enterprise data hub and technologies such as Impala and Search, businesses are turning to Zoomdata to provide a visualization and analytical layer that is not only capable of stream processing billions of records, but also delivers an interactive experience designed for the business user. Some of the key benefits of Zoomdata's Next Generation big data Analytics platform include the following:

**Big Data:** Zoomdata supports the reporting, analytics, and exploration of billions of records of structured and unstructured from multiple data sources

**Interactive Dashboards:** Zoomdata's dashboards allow business users to create and share their D3/Java Script based visualizations

**Stream Processing:** Zoomdata's patented query technology leverages a stream-processing engine that supports both real time and historical reporting.

**Native Source Access:** Zoomdata streams data directly from Cloudera Impala and Search as opposed to storing a copy in a proprietary data warehouse.

**User Experience:** Zoomdata's D3 based visualizations run on all of the major platforms and modern browsers using a standard user interface.

**Flexible Deployment:** Zoomdata can either be installed onsite, or is accessible via the Zoomdata Cloud.

### Use Cases

As the sheer volume of data explodes, businesses across multiple industries are turning to Zoomdata to provide an interactive user experience that can provide reporting and analytical support to both internal users and external customers.

#### Cohort Analytics/Data Segmentation

Businesses seeking to identify, analyze and profile customer demographics, or history that exists in a large structured and unstructured database. Through the use of Zoomdata's filters, faceted search and time dimensions, users can quickly identify customers that meet a particular profile.

#### Click Stream Analytics/Data Fusion

Marketing firms fusing together data derived from web browsers, mobile devices, and televisions with demographic data to create campaigns that maximize conversion. Through the use of Zoomdata's interactive visualizations such as maps, chords diagrams, or tree maps, marketing teams are able to create and analyze targeted campaigns in hours rather than weeks.



## 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 Zoomdata

### Pre-built storage connectors

- Use pre-built connectors to quickly configure connections to your data.
- Easily connect to visualizations and build dashboards

### Native Source Access

- Analyze your data in Impala or Search rather than a proprietary warehouse
- Eliminates the need for redundant data storage
- Supports real-time analytics

### Cloudera Features

- Through the use of micro-queries, Zoomdata builds reports in seconds
- By selecting Facets, multiple visuals in a dashboard are updated

### Log Data Analytics/Real Time

Operational teams monitoring networks are receiving real time updates from servers, routers, computers and even RFID tags. Through the use of Zoomdata's Data DVR, which can pause, rewind, fast forward, and play network data in real time, users can identify anomalies that may have occurred five minutes ago, or five weeks ago.

### Major Benefits

With the Zoomdata and Cloudera Partnership, businesses can rapidly deploy an end-to-end solution that capitalizes on the promise of big data. It begins with pre-built connectors from Cloudera's enterprise data hub that simplify the connection to your Impala and Search. Next, with Zoomdata's patented micro-queries, billions of data points can light up visualization in a matter of seconds. Plus, Zoomdata is able to access and analyze your data from its native source, rather copy it into a redundant database for analysis.

### Pre-built Storage Connectors

Bundled within Zoomdata are a series of connectors that simplify the process of connecting and reporting on data stored in various data warehouses. With the Cloudera Impala and Cloudera Search connectors, users can not only quickly connect to the data, but also activate visualizations and dashboards in just minutes.

### Native Source Access

With Zoomdata, business is able to take the question to the data. Instead of copying the data from its native source, and putting it into a proprietary data store, Zoomdata queries the data directly from Cloudera Impala and Cloudera Search, which ultimately provides the end user with the latest and greatest information.

### Sharpening

Zoomdata's patented approach to generating a series of micro-queries to quickly create visuals capitalizes on Impala's ability to quickly pull data from multiple nodes simultaneously. Much like how a video sharpens its pictures in a matter of seconds, Zoomdata is able to load an initial visual with a sample set of data, and in a matter of seconds, complete the query and display all of the information.

### Facets

Zoomdata's dashboards have integrated Cloudera's Faceted Search faceted search into its dashboard. Through this feature, users can select facets, and then see the visualizations within the dashboards update based on the selected facets.

### About Zoomdata

Zoomdata is a real-time big data visualization and analytics company based in Reston, VA. Zoomdata connects to streaming real-time and historical data and powers an array of beautiful, customizable, and embeddable visualizations through a user experience designed for web, touch, and mobile interfaces. Zoomdata connects to internal and external data sources, combines, merges, and crunches data streams, and allows for unprecedented collaborative real-time data analysis.

## 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).

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