

HADAPT

The Adaptive Analytical Platform™ for Big Data

Big Data and the Need for an Adaptive Approach

1 Acceleration of Data Growth

Business data is the raw material for informed strategic and operational decisions. The exponential growth of data dictates the need for advanced technology to manage and analyze large-scale datasets.

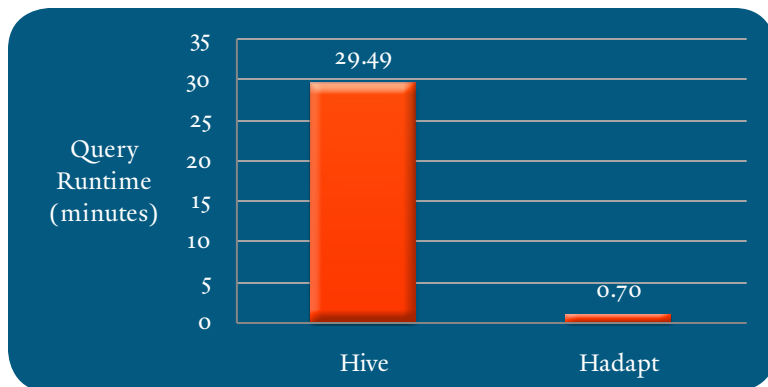
2 Insights from Structured & Unstructured Data

Valuable insights can arise from the combined analysis of structured and unstructured data. The current state of the art is an analytic database with a “Hadoop Connector”; Hadapt provides a fully integrated platform that eliminates these data silos.

3 Unparalleled Speed & Reliability

By leveraging the MapReduce distributed computing framework, Hadapt provides fast analysis of massive datasets. Hadapt also provides cloud-ready fault tolerance, load balancing, and data replication, ensuring consistent performance in virtualized environments

What Took Hours Now Takes Seconds



* Internal benchmarking on a 45-node cluster, running typical data warehousing-type queries. Hadoop and Hive are trademarks of the Apache Software Foundation.

- /// Tackle “big data” analysis in the cloud
- /// Analyze both structured and unstructured data in one platform
- /// Run SQL queries 50x faster than Apache Hadoop+Hive

Hadapt is Optimized for:

- /// Complex analytical workloads across structured, semi-structured, or unstructured data:
 - Clickstream analysis
 - Call detail records analysis
 - Large-scale log file analysis
 - Fraud detection
 - Graph analysis
 - eDiscovery
 - Ad targeting & analysis
- /// Hadoop deployments requiring significant performance gains and a more complete SQL interface
- /// Big Data applications running in virtualized environments (in public or private clouds)
- /// Integration with existing BI tools and workflows
- /// Structured database applications where lower TCO & “infinite” scalability are required

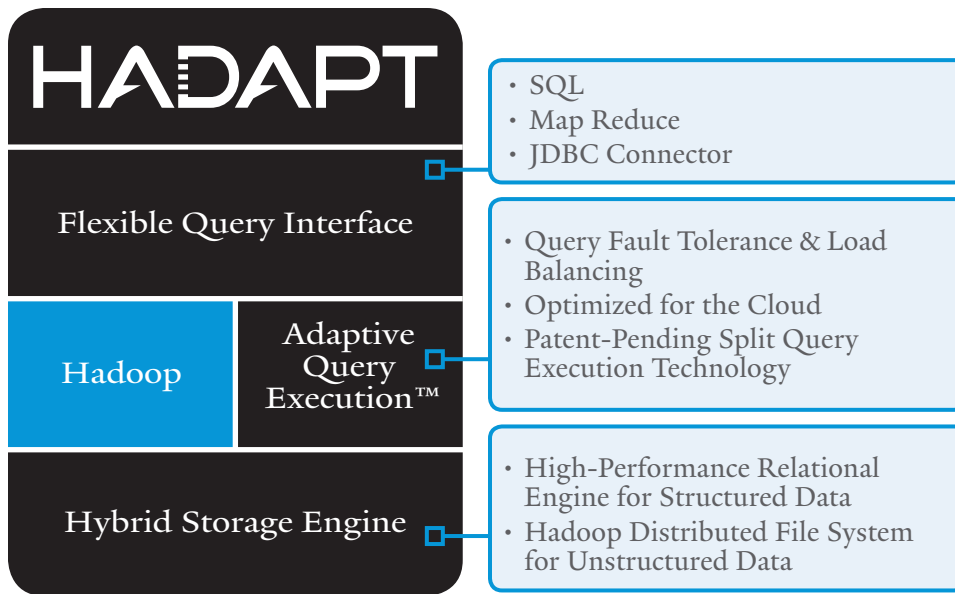
Hadapt’s patent-pending technology features a hybrid architecture that brings the latest advances in relational database research to the Apache Hadoop platform. Using Hadapt, SQL queries perform up to 50x faster than using Hadoop with Hive.

Hadapt is the best way to perform complex analytics on structured and unstructured data in Hadoop.

/// No Connectors Required ///

Many analytical database vendors take a “bolt-on” approach to Hadoop, requiring two disparate systems – Hadoop for unstructured data and a separate relational database for structured data. Using connectors can introduce delays, create unintended data silos, and increase your total cost of ownership. Hadapt’s Adaptive Analytical Platform™ requires no connectors. It is fully integrated with standard Hadoop distributions.

Hadapt is a Complete Integration with Hadoop



Hadapt’s Adaptive Query Execution™ provides fast results – at any scale

Virtualized environments offer unique challenges for performing complex analytics on Big Data. Shared environments are economical, but complex queries can perform poorly because of unpredictable node performance and availability. Restarting nodes or restarting queries is not the answer.

Hadapt’s platform utilizes a patent-pending Adaptive Query Execution™ process to automatically load balance queries in virtualized environments.

Hadapt integrates with existing business intelligence tools

Hadapt offers greater SQL support than Hive does. Use your existing business intelligence tools while inheriting all of the advantages of Hadoop.

Let us help you adapt to the future of Big Data analytics.

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