



HP Vertica Analytics Platform








Turning Data into answers

Guido Pezzin – HP Vertica RSM

We are in a new era of accelerated innovation

2013

Every 60 seconds

-  **98,000+** tweets
-  **695,000** status updates
-  **11million** instant messages
-  **698,445** Google searches
-  **168 million+** emails sent
-  **1,820TB** of data created
-  **217** new mobile web users

Growing Internet of Things (IoT)



Pervasive
Connectivity

Smart Device
Expansion

Explosion of
Information

By 2020



Devices

30 Billion⁽¹⁾



40 Trillion GB⁽²⁾



10 Million⁽³⁾



... for **8** Billion⁽⁴⁾

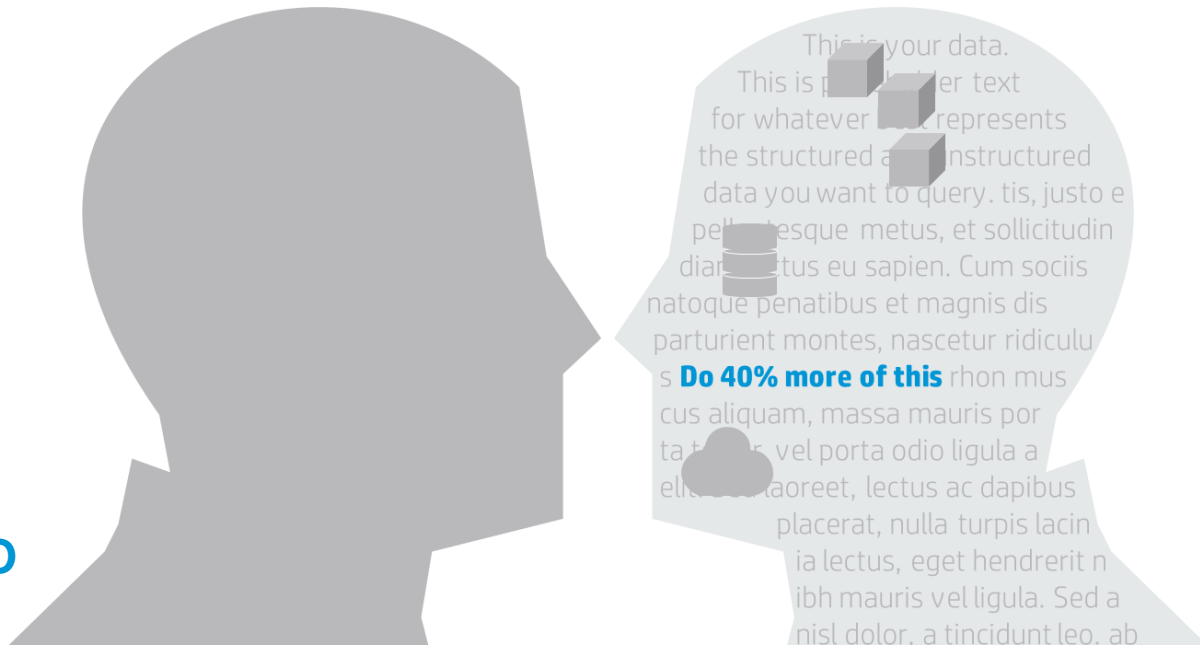
A new style of IT required for IoT solutions

Imagine a world where a conversation with your data can bring answers in real time

Unlimited scope
across structured,
semi-structured and
unstructured data

Near real time,
iterative queries

Dramatically lower TCO



Key market drivers

Lower cost and demonstrate value to the business

Massive growth in volume and variety of data

High expectations for up-to-date data

Data access for Business Analysts



How do I know the data is current?

How can I make sense of all this data?

How do I align this data for business insights?

What is the HP Vertica Analytics Platform?



HP Vertica, purpose built for answers in real time

50x-1,000x faster performance at 30% the cost, proven by thousands of customers & OEMs



Volume



Variety



Velocity

HP Vertica is a real-time data analytics platform purpose built for Big Data.

Value

HP Vertica Analytics Platform

HP Vertica Analytics Platform

High-performance data analytics platform purpose built for big data



Blazing fast analytics

Gain insights into your data in near-real time by running queries 50x-1,000x faster than legacy products



Massive scalability

Infinitely and easily scale your solution by adding an unlimited number of industry-standard servers



Open architecture

Protect your investment in hardware and software, with built-in support for Hadoop, R



Easy set-up and administration

Get to market quickly with your analytics initiatives at low cost of administration and maintenance



Optimized data storage

Store 10x-30x more data per server than row databases with patented columnar compression

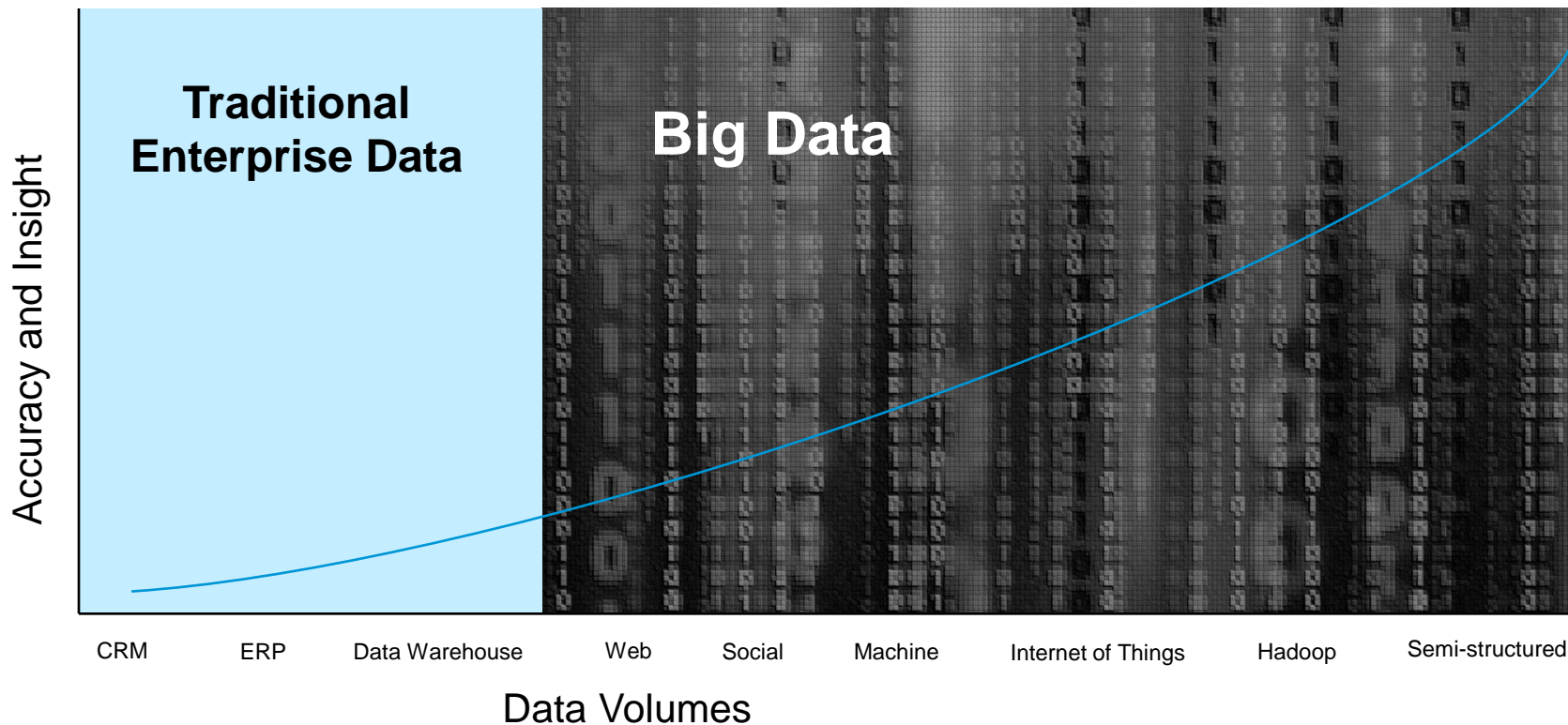
Speed, scalability, simplicity, and openness at lower TCO



Latest on Vertica



Completing Analytical Vision



Vertica 7 Expands Its Reach

Access a wide range of source systems for analytical insight

Unstructured and Semi-Structured

Hadoop
Hive
JSON
Geospatial



FAST

Structured

Enterprise Data
ERP, CRM
Legacy EDW
Relational DBMS



FASTER

Vertica

Columnar Store
Compressed



FASTEST



Use Case – Integrating Structured & Semi-Structured Data

Q

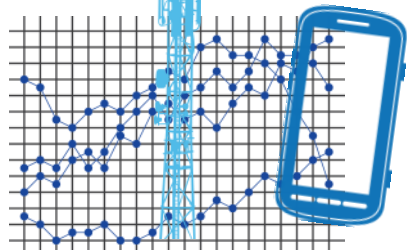
Select Customers with < 2 Months Remaining on Contract with 5+ dropped calls per week and lifetime value > \$500

Customer expressed negative sentiment through social media and/or support within the last 3 months

From a database get me all matches from the CRM and Call Detail Records that match the query

From semi-structured sources get me all matches for social posts, chat, email that were negative for past 3 months

A



Structured Data



Unstructured Data

Success Stories













Hundreds of customers finding answers



- Promotional Testing
- Claims Analyses
- Patient Records Analyses
- Clinical data Analyses
- Fraud Monitoring
- Financial Tracking
- Tick data back-testing
- Behavior Analytics
- Click Stream Analyses
- Network Analyses
- Customer Analytics
- Compliance Testing
- Loyalty Analysis
- Campaign Management



Use Cases – Proving the value of Vertica

Use Case	Examples	Customers
EDW Offload	<ul style="list-style-type: none"> • Drive down the cost of enterprise data warehouses (Oracle and Teradata), dramatically reduce footprint (10-30x data per server), and infinitely and easily scale 	 at&t 
Customer Analytics	<ul style="list-style-type: none"> • Improve effectiveness of Web properties and increase conversions and sales • Target individuals for upsells and cross-sells based on actual purchase patterns • Understand how customers use different banking programs to develop targeted campaigns that increase customer satisfaction, increase profits, and reduce churn 	 
Sensor Data Analytics	<ul style="list-style-type: none"> • Proactively manage maintenance, improve reliability, reduce unplanned service work • Offer drivers better rates based on driving behavior with usage-based insurance • Offer competitive differentiation and improve retention with smart metering 	 
Operations Analytics	<ul style="list-style-type: none"> • Optimize business and reduce expenses by identifying costs, revenue leakage • Better segment customers to provide more targeted marketing spend • Improve operational efficiencies by predicting capacity issues 	 
Patient Analytics	<ul style="list-style-type: none"> • Optimize processes to speed delivery of care and eliminate waste and error • Predict healthcare and utilization costs and track comparative benchmarks • Improve effectiveness of health systems, drive deeper insights into their systems and patient treatments and improve effectiveness of physicians and hospitals they support 	 

Vertica Community Edition & Evaluation Program

- Vertica offers a two ways for customers and partners to try the Vertica software:

Vertica Community Edition

- Vertica at no cost with no time limit
- Maximum of 1 TB of data across three nodes
- Access to the MyVertica community for self-support

Vertica 30-Day Trial

- Test fully-functioning Vertica Enterprise Edition in your environment
- Access to MyVertica website for documentation, FAQs, user forums, etc.



Thank you!

Guido Pezzin

guido.pezzin@hp.com

Mob: +39 342 3788365

