

Datameer 6: A Modern BI Platform for Your Data Journey



Answer New Questions

Organizations are challenged with markets that move faster than ever and business models that are constantly evolving. Data and analytics can be the ultimate weapon to gain competitive advantage and develop new revenue sources, get closer to your customers, increase efficiency and lower operating costs.

“Datameer increased the speed at which we are able to go from raw data to intelligence.”

Brandon Bunker, Senior Director of Customer Analytics and Intelligence, Vivint

Datameer helps answer a new generation of questions that go deeper into a problem. While a traditional BI platform answers a “what happened” question, Datameer’s modern BI platform will answer questions such as how did this happen and why did this happen, as well as identify deeper patterns of who and where. Businesses can then feed these insights into business operations to identify new opportunities and take swift action.

Deliver More Results

BI teams are under tremendous pressure to produce analytics faster and push even more datasets down to the data hungry business analysts. Yet democratizing data potentially introduces chaos and governance issues. Datameer helps BI teams tame yet govern their big data and analytics processes then seamlessly deliver data access to their citizen data scientists, allowing them to answer the new questions being asked, without chaos.

	Year	Country...	Location...	Fem...
1	2011	Australia	Australia...	
2	2011	Belgium	Belgium :...	0
3	2011	Bulgaria	Sofia : P...	0
4	2011	Bulgaria	Bulgaria...	0

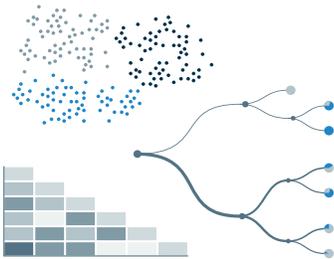
Agile Data Discovery

Datameer offers a fluid, iterative data discovery workflow and user experience that allows analysts to rapidly experiment and explore their data for answers. Versus linear analytic workflows, Datameer’s Context Tabs allow analysts to move between and make changes at any step in the analytic pipeline and immediately see the upstream and downstream impact. Analysts can use this agile data discovery workflow to let the data present the answers in a seamless user experience, without any shifts in context, tools or teams.

Year	Country...	Location...	Female...	Female...	Female...	Female...
2011	Australia	Australia...	0	0	0	0
2011	Belgium	Belgium :...	0	0	0	180
2011	Bulgaria	Sofia : P...	0	0	0	0
2011	Bulgaria	Bulgaria...	0	0	0	35,343
2011	Canada	Ottawa : ...	2,209	4,344	2,343	35,423
2011	Canada	Ottawa : ...	0	0	0	0
2011	Germany	Germany ...	7,362	28,489	28,484	182,317
2011	Egypt	El-Dokki, ...	81	219	171	84
2011	Egypt	Alexandria...	14	79	49	231
2011	Egypt	Cairo : P...	7,384	18,426	6,056	21,192
2011	Egypt	Shera : P...	147	286	244	2,911
2011	Egypt	Helwan : ...	98	192	146	979
2011	France	France...				

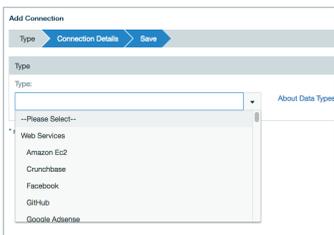
Analyst-friendly

Microsoft Excel is the world’s most popular analysis tool. Datameer provides an easy-to-use spreadsheet interface much like Excel that will be familiar to analysts and business users alike. It contains over 270 pre-built, point-and-click functions, from simple joins and filters to advanced time-series, graph & path, and text analytics. Predictive analytics can be added by importing models via PMML.



Smart Guidance

Datameer’s Flipside gives a visual profile of your data available at every step of analysis, allowing you to instantly identify the important characteristics of the data. Datameer Smart Analytics™ adds analytic algorithms for clustering, decision trees, column dependencies and recommendations to automatically identify patterns, relationships and correlations within any data and help guide you to the answers in your data.



Use All Your Data

Datameer is designed to meet the variety and volume of data challenges posed with big data analytics. With over 70 data connectors for all types of data (structured, semi-structured and unstructured), Datameer can read and understand the data that matters to you. Datameer Data Links allow you use data in Hadoop, applications, databases or other sources, grabbing the data on demand for your analysis.



Tell Your Story

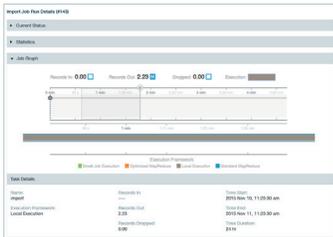
Datameer’s data visualization capabilities help tell the story of the data analysis, revealing the unknown patterns, relationships and insights via information-rich visualizations and engaging Business Infographics™. Armed with these visual insights, analysts and business leaders can quickly identify what the data is telling them and take action.

Collaboration and Re-Use

Datameer allows analysts to create views on the raw data that can then be used as building blocks for higher level analysis, and shared among analytic processes. Views are powered by the unique dynamic modeling capabilities of the Datameer platform for extreme flexibility. Analysts can collaborate, share findings, and build multi-stage analytic pipelines in concert. Datameer’s security features allow you to control who can create, modify and use views, providing the governance you need to manage the analytic process.

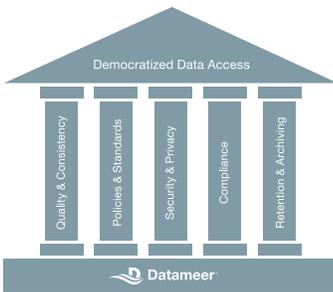
Put Your Insights to Work

Your new analysis is simply a set of insights unless you put those insights to work creating value for your business. Datameer offers a number of features that allow you to operationalize your analysis and feed downstream business processes on a regular business to impact the operations daily.



Put Pipelines into Production

Datameer offers a robust Job scheduler and monitoring features to regularly run analytic jobs to produce new results. These analytic jobs can export results to feed downstream visualization, discovery, and BI tools, or send data directly to business systems such as CRM, Call Center or ERP applications to put the results to work immediately.



Complete Governance

Without strong governance, self-service BI turns into chaos. Datameer provides the most complete suite of governance features that cover quality, data policies, security, data privacy, compliance and retention. Advanced lineage capabilities allow you to track the entire lifecycle of analytic processing, showing where the data came from, how it moved through the process and how results are calculated at every step of the way.



Enterprise-Ready

Datameer’s architecture is built on top of a thin micro kernel foundation, with a collection of modules delivering unique functionality. This means we’re extremely flexible, extendable, and robust. With a no-cost SDK included, writing custom plugins to integrate with external systems, as well as custom functions and visualizations, is possible for any future need.

TECHNICAL SPECIFICATIONS

Server Hardware:
x86-based commodity hardware

Server Operating Systems:
Linux and Solaris

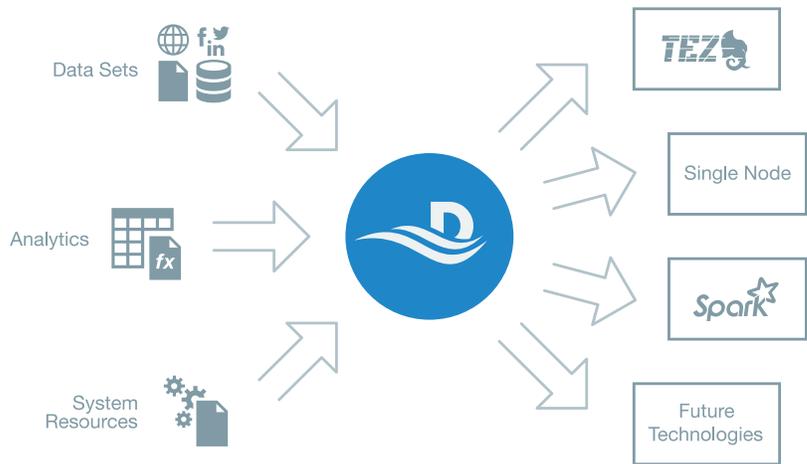
Plug-In APIs:
Custom data connectors, user-defined analytic functions, remote authentication systems

Hadoop Support:
All compatible Apache Hadoop Distributions including Cloudera, Hortonworks, IBM BigInsights, Microsoft HD Insights, MapR, Amazon EMR, and Pivotal

Supported Browsers:
Internet Explorer 9+, Firefox 3.5+, Safari 4.0+, Chrome

Smart Execution

Datameer’s patent-pending Smart Execution™ knows how to deliver the optimal performance for your analytic workloads, to produce your answers faster than you ever imagined. Smart Execution™ takes full advantage of Hadoop execution engines such as Tez™ and Spark™, as well as our own single node in-memory engine, pushing jobs to the engines based on the workload characteristics of your analytics. Smart Execution hides the underlying technology from you, eliminating the need to program to Hadoop and future-proofing you for new technologies.



Flexible Deployment

Datameer is built to run where, and how, you want. Datameer Enterprise can run on-premise or on your favorite cloud infrastructure. Datameer Cloud offers a fully managed SaaS model that requires no IT resources. Datameer Personal allows start your big data journey on your local computer or prepare data pipelines that feed your favorite discovery or visualization tools such as Tableau or Microsoft PowerBI.

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