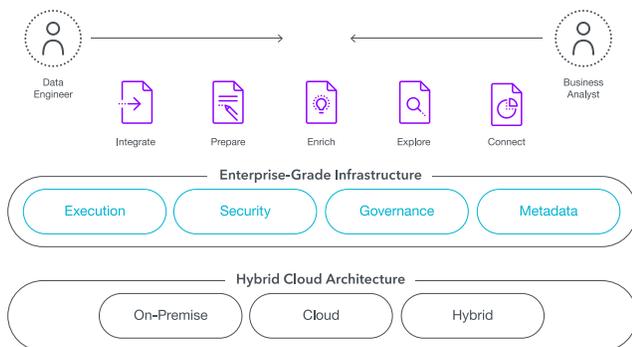# Fuel Your Business With Trusted Data

Visually prepare and explore all your data at the speed of thought with Datameer, the only agile enterprise big data platform that enables data engineers to connect your line of business to all the data they need to make decisions, fast.

Datameer's patent-pending interactive exploration features, plus its unmatched data governance functionality make it easy to transform raw big data into secure, curated data sets that can feed any analytics initiative with zero coding, zero cubes and zero context changes.

Agile Data Preparation

Datameer makes it simple to bring together all of your raw, disparate data sources and create a single data store or data lake from scratch, or supplement your existing data lakes on the fly with built-in connectors to more than 70+ enterprise data sources. No schemas or advanced modeling required, simply follow a wizard-led integration process to get any raw data ingested, fast.
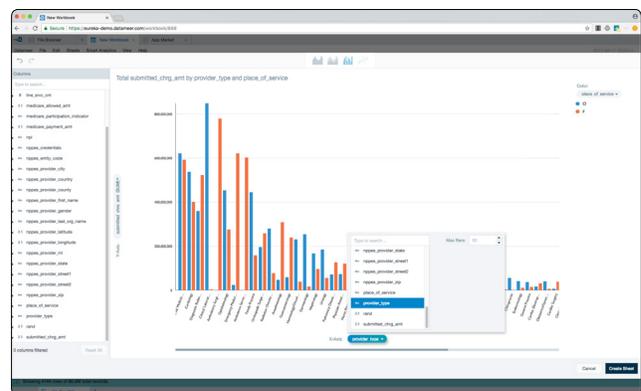
Preparing those data sets in Datameer's familiar, spreadsheet-like interface goes far beyond simple cleansing with advanced point-and-click blending, shaping, and organization functions, plus new visual-based exploration capabilities that make data curation of your entire data set fast and easy at any point in time. Enrich any data set with advanced analytics and algorithmic functions to create value-added columns and fields in the data.

Sharing capabilities combine with advanced governance for a perfect blend of collaboration and security, making it easy to create data pipelines analysts trust.

Interactive Visual Exploration

Bringing analysts to an enterprise data lake requires dynamic, visual data exploration functionality that allows them to reveal hidden, often not obvious answers, without requiring any additional work from a data engineer or IT.

Datameer Visual Explorer gives analysts point-and-click charts and graphs for interactive preparation and exploration of their entire data sets — up to billions of rows — allowing them to drill down, across, and explore any dimension of their data completely on demand. This gives analysts the self-service flexibility they need to further refine and curate their own data sets to suit their individual needs.

Analysts can continue on within Datameer to leverage 270+ point-and-click analytic functions in a familiar, spreadsheet-like interface for deeper, diagnostic analysis of their data through path, graph, behavior,

and text analytics. Datameer also includes several advanced algorithms that makes identifying data dependencies, clusters and building decision trees and recommendations as simple as drag-and-drop. Visualizing data at any point in time is easy in an intuitive free-form infographic designer.

For analysts that need or want to pipe their curated data sets downstream, Datameer connects with existing BI or analytics solutions to get analysts the trusted data pipelines wherever they need it, be it for BI reporting, further discovery, or to feed machine learning, deep learning or artificial intelligence initiatives.

Enterprise-Grade Platform

To provide value to the business, insights with fresh results need to be delivered to business teams regularly. Datameer provides critical operationalization features needed to ensure stakeholders can act upon big data insights.

Datameer Smart Execution drives fast, scalable execution of analytic pipelines over the largest volumes of data while hiding the underlying complexity of Hadoop. Robust job scheduling and monitoring features ensure pipelines are executed regularly and efficiently.

Advanced governance offers fine-grained security with plug-in integration to enterprise access control in LDAP, Active Directory, and Kerberos. Built-in encryption and masking further secure the data, while data retention policies optimize data storage.

Hybrid Data Architecture

On-premises, cloud or hybrid, Datameer fits into your existing data architecture and lets you deploy where your data is. Datameer's unique native-on-Hadoop architecture gives you the power of Hadoop while abstracting away the complexity, eliminating the need for complex programming and maintenance.

Feature List

Data Integration

- 70+ data source connectors
- Wizard-led ingestion
- Data partitioning
- Integrated transformations
- Data validation handling
- Automated data type recognition
- Smart Sampling

Data Preparation

- Visual data profiling (Flipside™)
- Visual exploration through chart and graph drilldowns
- Point-and-click cleansing functions
- Advanced transformation
- Wizard-led joins and blending
- Time- and event-based organization
- Custom binning
- Standard and custom grouping

Analytics

- Ability to pipe into any analytics initiative
- Spreadsheet-style interface with 270+ analytic functions to shape and explore
- Datameer Expression language for custom formulas
- Path and graph analytics
- Behavior analytics
- Text and sentiment analytics
- Smart Analytics for algorithmic discovery
- Plug-in custom analytic functions

Visualization

- Drag-and-drop widgets to visualize data results
- Rich infographics
- HTML5-based supporting responsive design
- Consumable on any device
- Easy annotation and customization
- Sharing and access control
- Embeddable in apps and web
- Storybook capabilities

Operationalization

- Intelligent execution engine (Smart Execution™)
- Hadoop integration
- Export connectors
- BI connectors for Tableau and Power BI
- REST API for easy integration

Governance and Security

- Fine-grained, role-based security and access control
- LDAP and Active Directory integration
- Kerberos integration
- Sentry integration
- Encryption and masking