

## Datameer Spectrum for Microsoft

Datameer helps organizations gain the maximum value from their data by creating and executing secure, scalable and accessible business data pipelines that connect your teams to the data they need when they need it.

### Spectrum On Microsoft Azure

Datameer Spectrum brings the industry's most powerful, flexible and analyst-friendly analytic data management platform to the world's leading cloud computing platform to streamline the flow of data for analytics and deliver seamless, scalable and secure execution via deep integration with both Azure services.

#### Simplify Your Architecture On Azure

Beyond easy access to on-demand powerful compute and storage resources, the cloud also offers a wide array of specialized tools to build a data architecture in the cloud. But this myriad of focused tools complicates a data architecture for analytics, requiring integration and complex programming.



Spectrum simplifies your cloud analytics architecture by utilizing and extending the Azure platform and tools to provide a higher-level approach to creating and managing curated datasets that feed your cloud analytics. Spectrum's self-service, no-coding approach enables business analysts to easily integrate, transform and enrich disparate datasets and publish curated, analytics-ready result sets for faster insights and more innovative analytics.

#### Agile Self-Service Workflow

Spectrum's unique combination of easy self-service data pipelining abilities and unconstrained data exploration creates an agile, iterative analytics process that facilitates unmatched speed to insight. Analysts quickly iterate to transform and refine the data to create their own customized analytic datasets, unique to their needs.

The intuitive self-service tools offer an easy to use spreadsheet-style interface with over 300 powerful functions, rapid data modeling and visual data profiling. Unconstrained visual exploration allows analysts to interactively explore datasets billions of records long, hundreds of attributes wide and millions of unique values deep to find patterns and aspects of the data unique to the needs of their business problems.

#### Industry-leading Platform Features

Datameer Spectrum offers the deepest set of capabilities to facilitate the delivery of rich data across your entire enterprise and drive faster analytics initiatives.

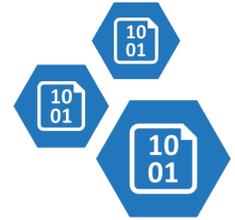
This includes:

- A complete data orchestration workflow that covers the full data lifecycle including ingestion, pipelining, curation, exploration and consumption, and works with ANY data source, in ANY location (on-premise, cloud or hybrid).
- Enterprise-grade scalability that allows analysts to prepare and explore even the largest datasets, and integrated operationalization features to continuously run data workflows that provide a constant feed of fresh data.
- Strong security and deep governance features create an industrial-grade platform that ensures data privacy and proper data use which is trusted by some of the largest organizations with stringent regulatory requirements.

## Fully Integrated with Microsoft Azure

Spectrum for Azure leverages Azure compute, storage and software services to provide the utmost scalability and an integrated experience. It integrates with and leverages the scalable HD Insight services and Azure Blob Storage and works with downstream data sources (i.e. native PowerBI integration) and upstream analytic tools on Azure.

The Spectrum on Azure architecture decouples compute from storage using Azure Blob Storage for data storage and scalable HDInsight clusters for compute resources. This provides independent scaling of these resources to meet the needs of large, performant data flows, and the ability to elastically adjust the size of the compute clusters as needed.



Spectrum also integrates with downstream data sources such as Azure Data Lake, Azure SQL Data Warehouse, Azure SQL Database and on-premise sources, and can publish result sets to upstream analytic platforms such as **Power BI**, **Azure SQL Warehouse**, and **Azure Analysis Services** to create a seamless flow of analytics-ready data to feed your analytics initiatives.

## Spectrum Makes Power BI Even More Powerful

Datameer Spectrum helps organizations get faster time to insight and gain maximum value from data through scalable, secure, and well-governed platform to power any analytics initiative. Spectrum is the perfect platform for analytics teams using Power BI to collaborate and create, manage and deliver diverse datasets that accelerate analytic cycles.

### Power BI Integration

Datameer Spectrum provides native integration with Power BI to complete the analytic cycle and help drive faster insights. Power BI users work with Spectrum output results in two ways:



- **Direct connect** – Using Spectrum Integration Links, Power BI Desktop users can configure a Web data source connection that will directly pull data from Spectrum's Workbooks.
- **Export Connector** – Data workflows can be configured to export results to continuously feed registered Power BI apps.

### Benefits for Power BI Teams

Analyst Self-Service Access to Data.

Spectrum's data workflows deliver more data to Power BI analysts at a faster pace to speed analytic cycles and discover new insights. Analysts get access to the data they need to quickly solve business problems with powerful analytics.

### Explore at Scale

Spectrum's Visual Explorer lets Power BI users dip into the data lake to explore and refine data without moving or copying it. This speeds the process of getting the right data for the analysis at hand and makes the most efficient use of resources.

### End to End Governance

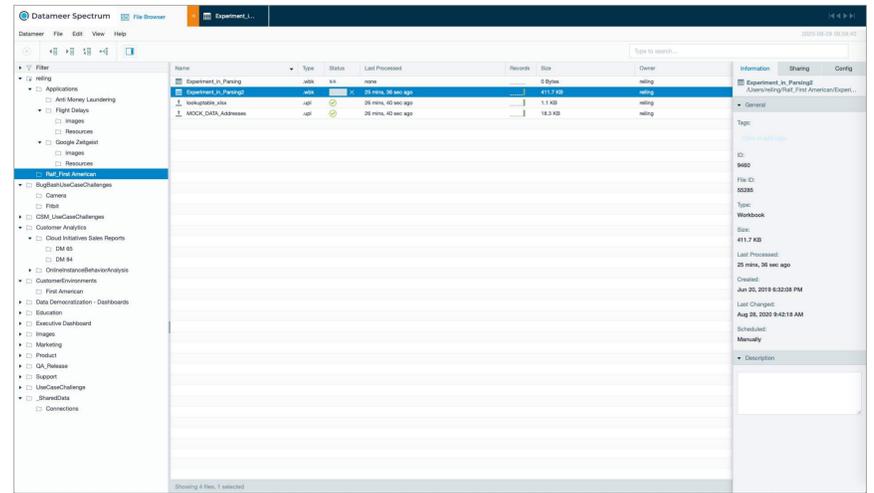
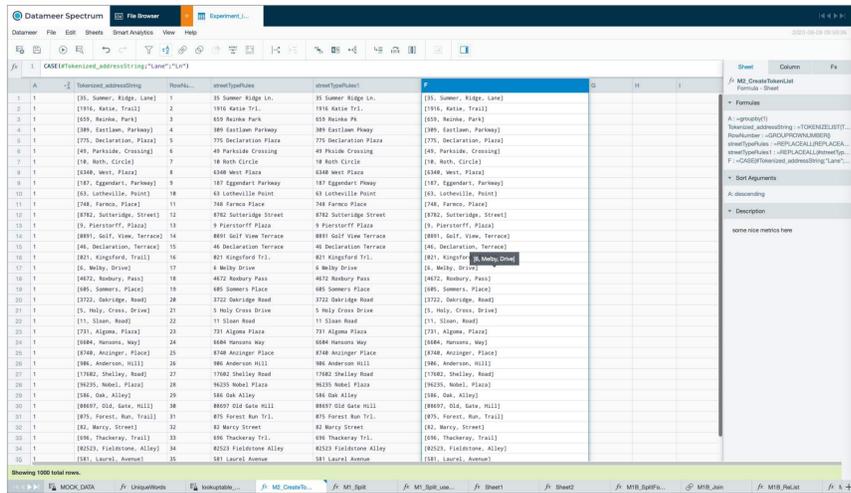
With the most complete suite of governance and data security features, Datameer keeps your data safe and tracks how you are using data from end-to-end, enabling your organization to meet even the strictest compliance processes.

### Continuous Data Pipelines

The rich operationalization features of Spectrum enable a constant flow of information to Power BI users and apps - keeping analytics and business teams in the know and driving business processes.

### Are You Ready?

The combination of Spectrum and Power BI can speed your analytic cycles and make your Power BI analysts more self-service by feeding more data in a faster fashion, creating a truly agile data and analytics environment.

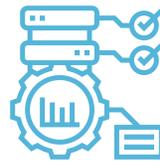


## Datameer Spectrum Key Capabilities



### CODE-FREE DATA PIPELINES

Easily integrate & transform hybrid data sources with 80+ connectors and point-n-click interface with 300+ powerful functions.



### ELASTIC OPERATIONALIZATION

Deploy, manage and execute data pipelines on an elastic cloud-native architecture that auto-optimizes performance and compute costs.



### DEEP SECURITY & GOVERNANCE

A deep suite of security and governance features trusted by large enterprises keep both your data and pipelines secure and well-governed.



### DATA PREP FOR DATA SCIENCE

Automated functions to shape data and create attributes and features for ML engines make it easy to create AI/ML data pipelines.



### CONTROL & AUDITABILITY

Complete data lineage, usage auditing, pipeline controls and integration with external governance tools to ensure regulatory compliance.



### VISUAL & ANALYTICAL EXPLORATION

Integrated visual, analytical and algorithmic data exploration at scale to easily understand what datasets work best for your problem.

Leading global organizations such as National Instruments, Comcast, and Optum use our secure and scalable enterprise-grade platform to cultivate innovation and efficiency for a truly competitive advantage.



Learn what your enterprise will accomplish at [www.datameer.com](http://www.datameer.com)

### About Datameer

Datameer transforms businesses into agile, data-driven organizations by democratizing access to all enterprise data through secure, governed, business data pipelines with **Spectrum**, and virtual access, search, modeling and collaboration with **Spotlight**. Business and data analysts can immediately prepare and explore even the most complex, dispersed data, and instantly transform it into business consumable information, both on-premises and in the cloud.