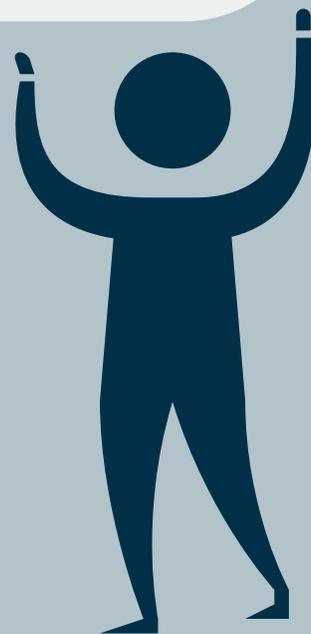# Datameer Cloud

End-to-End Big Data Analytics in the Cloud

Datameer Cloud unites the economics of the cloud with big data analytics to deliver extremely fast time to insight. With Datameer Cloud, empowered line of business executives get the self-service analytic platform they need to answer their big data questions, delivered in a SaaS model with no infrastructure, IT staff, or big data technical skills required.

Why Big Data Analytics in the Cloud?

The economics for Software-as-a-Service solutions are compelling. The elimination of computing and software infrastructure costs is persuasive. Using a fully managed SaaS also eliminates the need to hire IT staff to manage the infrastructure, reducing a major operational expense.

The evolution of SaaS also empowered line of business executives to take control of their destiny, find solutions that fit their specific business needs, and drastically reduce their time to market by removing the dependency on busy IT teams. Like their on-premise counterparts, many SaaS solutions also included basic reporting and analysis capabilities, giving organizations increased familiarity with analytics in the cloud. But the analysis was limited to the specific function, for example: sales analytics in Salesforce.com, marketing analytics in Marketo, and web traffic analytics in Google Analytics.

Line of business executives are on often the edges of the organization directly facing external constituents such as customers and suppliers, or managing product or services that touch those constituents. As more business activity moved onto the internet, these line of business leaders have moved to the front-line of the big data analytics revolution. Acquiring new customers, maximizing relationships with existing customers, identifying new products, eliminating risk and fraud, and finding better ways to service customers are all problems line of business executives can solve with big data analytics.

Big data analytics span the siloed analytics from the individual SaaS and on-premise applications to give more comprehensive and actionable information. For example, customer analytics can leverage sales, marketing and web analytics data, add more unstructured data such as clickstream data and call center data, to find deeper customer insights.

To get big data insights faster, line of business teams need a comprehensive cloud-based big data analytics platform that works in a true SaaS model. This gives them the analytic platform they need to discover their insights while eliminating the items that slow the pace and raise the cost of the process – acquiring hardware and software, relying on busy and often backlogged IT teams, and finding big data technical staff.

Introduction to Datameer Cloud

Datameer Cloud delivers the power of big data analytics with cost savings of the cloud. With Datameer Cloud, the empowered line of business executive gets a self-service, business user friendly analytic platform deployed immediately without the headache and cost of deploying hardware and software as well as finding scarce IT and Hadoop resources.

Datameer Cloud can dramatically accelerate your time to insight. An instance of the award-winning Datameer big data analytic platform can be deployed in hours or days, including all of the necessary hardware, networking, storage and infrastructure software to make it work. A business-user ready big data analytic platform is quickly available for line of business teams to start tackling their big data initiatives.

And Datameer Cloud delivers the ease-of-use and analytical power of Datameer to get your big data insights fast by:
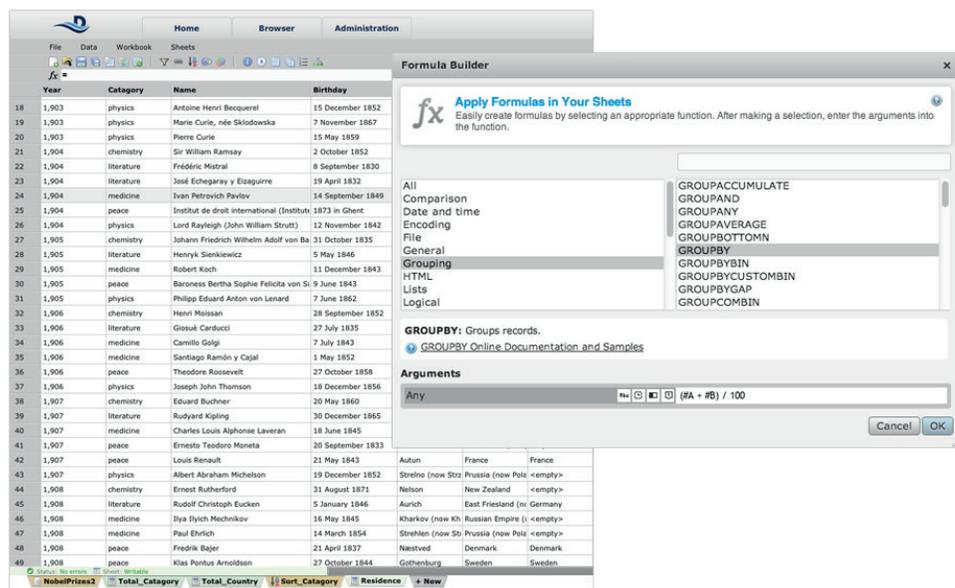
- Offering an analyst-friendly platform that has a familiar Excel-like spreadsheet interface and covers the entire analytic cycle so business users can discover insights themselves

- Giving the ability to connect to all your data sources and ingest greater volumes of data in diverse formats – structured and unstructured – so you can generate new and more accurate insights

- Having a powerful, scalable platform that crunches through your big data in an incredibly fast time to see the results sooner

Analyst-friendly

Perhaps the most important capability of a big data analytic platform in the cloud is to be analyst-friendly. The objective of big data analytics in the cloud is to provide a streamlined path to self-service analytics. The platform must make business analysts more productive while performing a wide range of analysis.

Datameer Cloud provides a fully featured, easy-to-use environment that is analyst-friendly:

- **End-to-End self-service** – Datameer covers the entire analytic process (data integration, data preparation, analysis and visualization) allowing the analyst to execute the entire process on their own and not wait for IT.

- **Iterative modeling** – Often times analysts don't know how to ask their big data questions in advance. Datameer provides an iterative environment that allows analysts to quickly move between steps and run experiments and scenarios to discover the answers and even reveal additional questions.

- **Familiar spreadsheet interface** – Datameer offers a familiar Excel-like spreadsheet interface and point-and-click operations that makes an analyst comfortable and highly productive.

- **Rich and deep set of analytic functions** – With over 270 built in analytic functions and Smart Analytics, Datameer offers functions such as joins and mathematical functions, correlations, path and graph analysis, and recommendations with machine learning.

No Need for Big Data Technical Skills

Market surveys have consistently shown the biggest barrier to the adoption of big data analytics is finding technical staff with big data and Hadoop skills. The Gartner 2015 Hadoop Adoption Study found that "skills gaps" was the largest adoption inhibitor for big data and Hadoop (57% of the respondents).

With talent expensive and in limited supply, big data analytic solutions in the cloud need to offer a solution that requires no big data skills. This entails hiding the complexity of the underlying big data technology, and providing a seamless business analyst friendly environment that delivers end-to-end, self service analytics.

Datameer Cloud gives your big data analytics the unlimited compute and storage power of Hadoop without anyone on your staff needing to know it is there. Datameer fully embeds the Hadoop service and operates it within the Datameer Cloud environment. There is no need to find and pay Hadoop administrators with Datameer Cloud.

Your team does not see or touch Hadoop, but feels the power when analysis is run in seconds or minutes on huge volumes of data, rather than the hours or days it would take on other platforms. You can add more data to the analysis to increase accuracy, run more scenarios over the data to compare outcomes, and add more advanced functions to find insights you never imagined.

Fully Managed Service Eliminates IT Costs

A major advantage of SaaS solutions is that they are "fully managed," meaning (a) all required hardware, software, storage and networking is provisioned and maintained by the vendor, and (b) typical administration tasks, such as backups and software upgrades are provided automatically within the service.

Datameer Cloud provides a fully managed service in the cloud, eliminating the piecemeal deployment and IT heavy administration of on-premise and "assemble your own cloud stack" solutions. The Datameer Cloud fully managed service includes:

- A complete package that provides hardware, networking, storage and infrastructure software (including Hadoop), provisioned for the customer

- Complete administration and management of the full hardware and software environment

- A production-quality configuration with automated failover for high availability, continuous system health monitoring and automated backups

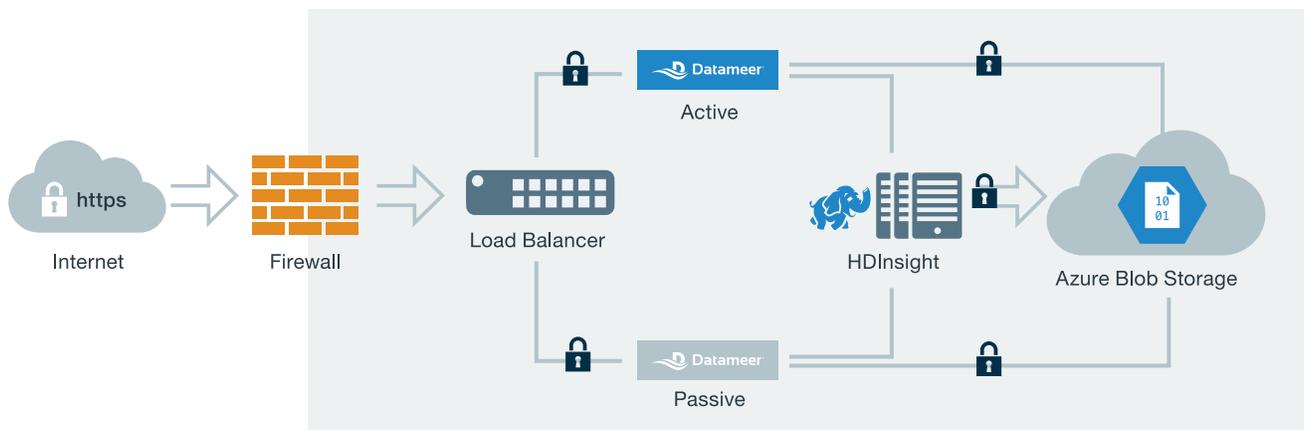- Software upgrades automatically managed for the customer and performed on a regular basis

The result is a full big data analytics environment and configuration that requires no IT resources to build, manage and maintain.

Secure, Private and Compliance-ready

While cloud computing has become prevalent in almost every organization, there are still some things that worry executives. The 2015 North Bridge Future of Cloud Computing Survey found the top inhibitors to cloud adoption are concerns about security (45.2%), regulatory/compliance (36%), and privacy (28.7%).

Datameer Cloud addresses the security, compliance and privacy concerns of customers with a locked-down environment that offers complete security controls, protects data, and ensures unauthorized users are kept out:

- **Dedicated tenant deployment** – each instance of Datameer Cloud is a private, single-tenant environment and uses a closed virtual network to maintain security and ensure privacy.

- **Data encryption and masking** – Datameer Cloud provides data encryption during transmission and inside of Datameer to ensure data security and privacy. Data fields can be masked inside of Datameer to hide private data such as Personally Identifiable Information (PII) and support regulatory requirements such as HIPAA and PCI.

- **Secure connections and unauthorized access monitoring** – All connections to Datameer Cloud run through secure endpoints. User access is only allowed via secure connections and the service provides continuous monitoring for unauthorized access to storage.
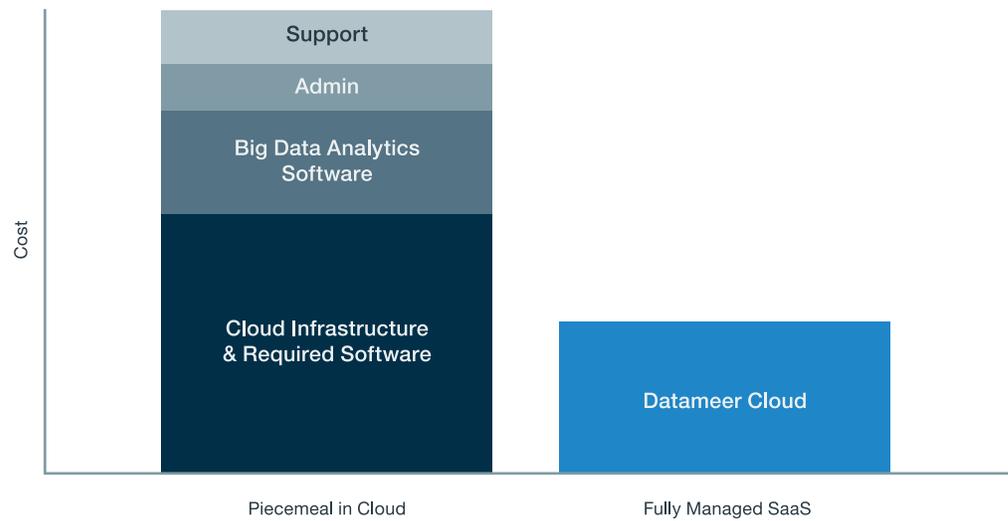
Complete Enterprise-class Features

In the early days of the cloud, the value of SaaS solutions was in providing the more basic functionality of a software category in a more consumable package (web-based, easy to use, little to no IT costs) to reach new audiences. As cloud computing has matured, customers have come to expect the same enterprise-class features in a SaaS solution as their on-premise counterparts.

Datameer Cloud gives you the full range of features of Datameer Enterprise:

• There are **no limitations** on the type or amount of data you can use, so you can use any and all of your data.

• **Datameer Smart Execution** is included to automatically optimize performance for your analytic workloads across different analytic engines, so you don't have to.

• **Smart Analytics** is an optional add-on to really extend your analytics with clustering, decision trees, recommendations, column dependencies and machine learning.

Low Total Cost of Ownership (TCO)

The packaging and fully managed service functionality allow Datameer Cloud to offer an extremely low Total Cost of Ownership (TCO). The chart below shows that Datameer Cloud has approximately ½ the annual TCO versus deploying a big data analytics platform piecemeal on a cloud computing platform (including infrastructure software in the cloud such as Hadoop).

Conclusion

Datameer Cloud extends the reach of big data analytics to lines of business and companies that want use big data analytics to rapidly find new insights to drive business execution, but don't have the time, IT staff, or big data technical skills to deploy on-premise. It delivers all the key ingredients for big data analytics in the cloud to be successful: a high-value SaaS economic model, a fully managed service, a self-service, analyst-friendly environment, and the full power of enterprise-class big data analytics.

Datameer Cloud is ready to answer your tough business questions, rapidly deliver new insights and help make your organization data- and analytics-driven. You can learn more at **www.datameer.com/cloud**.

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