



INDUSTRY
Data Virtualization

WEBSITE
www.denodo.com

COMPANY OVERVIEW
Denodo is the leader in data virtualization software that enables businesses with timely and comprehensive strategic business information.

Headquartered in Palo Alto, CA and with offices and a partner network worldwide, Denodo provides a data integration and data virtualization software called the Denodo Platform for data virtualization, as well as support, training, and consulting services.

PRODUCT OVERVIEW
The Denodo Platform offers the broadest access to structured and unstructured data residing in enterprise, big data, and cloud sources, in both batch and real-time, exceeding the performance needs of data-intensive organizations for both analytical and operational use cases, delivered in a much shorter timeframe than traditional data integration tools.

Cloudera and Denodo Data Virtualization for Big Data

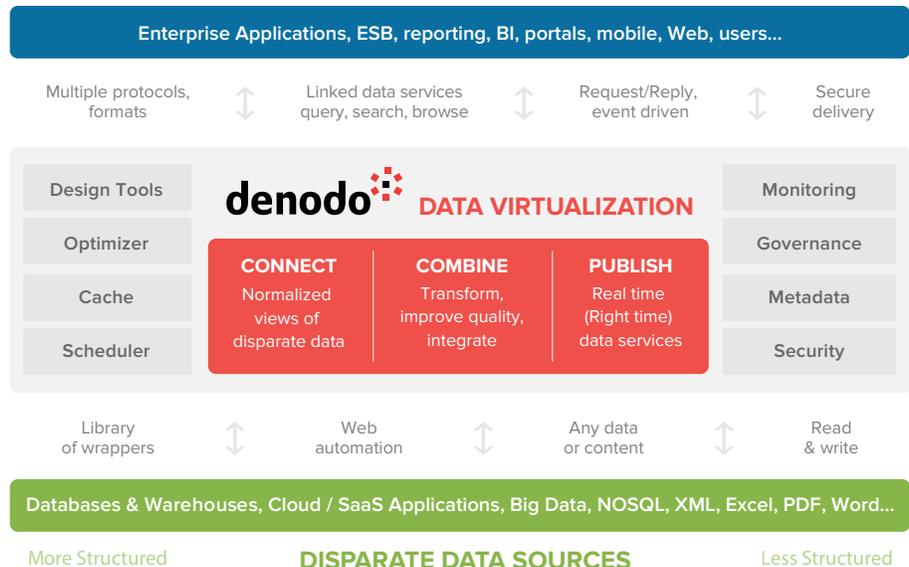
The Big Data phenomenon has changed the rules of the game making it possible for organizations to store huge volumes of data in its entirety and original form. However handling the variety, volume and velocity of big data is something that is beyond the ability of traditional data warehouses. Businesses need to analyze massive volumes of data at unprecedented speed. An analytics-ready Hadoop platform and a data virtualization platform together provide organizations the power to handle these challenges better.

DENODO PLATFORM FOR DATA VIRTUALIZATION

The Denodo Platform for data virtualization offers the broadest access to structured and unstructured data residing in enterprise, big data, and cloud sources, in both batch and real-time, exceeding the performance needs of data-intensive organizations for both analytical and operational use cases, delivered in a much shorter timeframe than traditional data integration tools. The Denodo Platform contains features that are optimized to work in conjunction with big data repositories, and a variety of connectors to all types of data sources. The platform's abstraction layer offers business users a familiar SQL interface and the capability to leave the physical data where it belongs.

Cloudera Distribution Hadoop (CDH) and the Denodo Platform for data virtualization together can process, integrate and make information available to consuming applications in a manner that is meaningful to the business.

DATA CONSUMERS



DENODO PLATFORM-CDH SOLUTION HIGHLIGHTS

Business agility and ROI from a unified virtual data layer that serves strategic enterprise-wide information initiatives.

Denodo virtual layer combines data from CDH and enterprise data for optimal business information retrieval and cost savings.

The combined solution solves information needs for agile BI, big data analytics, web and cloud integration, single-view applications, and SOA data services across every major industry.

Informed business decisions from seamless integration of IoT data with operational and analytical systems in the enterprise.

Unleash the power of big data with data virtualization

The CDH-Denodo Platform solution combines the storage and processing power of Hadoop with the versatility of a data virtualization layer to combine different types of data sources. This allows users to cash in only on the strengths of each data source to the best of the advantage. **The following are the salient use cases combining the best of both CDH and the Denodo Platform.**



Data Warehouse Off-loading:

It makes business sense to store and process current or hot data in the enterprise data warehouse, and store historical or cold data in an affordable and less expensive CDH repository. For example in a flood risk mitigation report, rows containing flood information for the current calendar year would be hot data and flood information prior to that, would be cold data. Such a report that requires a combination of information involving the current data in the enterprise data warehouse and historical flood data in CDH can be created in a matter of hours using the Denodo Platform for data virtualization.



Logical Data Warehouse:

The Logical Data Warehouse is a data virtualization architecture that unifies the enterprise data warehouse with other enterprise data sources. With this logical data warehouse architecture in place, both the enterprise data warehouse and the ETL processes that feed it can be combined with new, more agile data sources such as CDH. The Denodo Platform's abstraction layer solves this issue by allowing users to bridge both types of data and present them to data consumers as a unified view.



Internet of Things (IoT):

CDH stores and processes streaming data and the results of this processing can then be combined easily with other data sources in the enterprise using the Denodo Platform. Valuable customer or product information streamed from sensor-embedded devices can become old and not used optimally at the right time, due to the data being siloed and not available for business insights. The Denodo Platform can be used to combine the streaming data from equipment sensors, stored in CDH, with the data from a CRM system, for example, that holds customer support ticketing data and/or revenue data from sales. This is valuable insight to make informed business decisions in time, about offering location based discounts for customer satisfaction and retention.

CLOUDERA ENTERPRISE BENEFITS

Stores and Analyzes Any Type of Data

- Leverage the full power of your data to achieve pervasive analytics, increase business visibility, and reduce costs.
- Bring diverse users and application workloads to a single, unified pool of data on common infrastructure; no data movement required.

Enterprise Approach

- Compliance-ready perimeter security, authentication, granular authorization, and data protection through encryption and key management.
- Enterprise-grade data auditing, data lineage, and data discovery.

Industry-Leading Management and Support

- Best-in-class holistic interface that provides end-to-end system management and zero-downtime rolling upgrades.
- Open platform ensures easy integration with existing systems.
- Open source to achieve stability, continuous innovation, and portability.

THE COMBINED POWER OF CDH AND THE DENODO PLATFORM

Unified Business Views of Data: CDH and the enterprise data warehouse have different information models and differing information granularity. The Denodo Platform's data virtualization layer offers a unified view of data from both repositories.

Data Consistency: The Denodo Platform makes it possible for data and schema to be defined in the data abstraction layer eliminating any potential information mismatch between the less structured CDH and a more structured enterprise data warehouse.

Information Agility: The Denodo Platform's abstraction layer allows for faster processing and delivery of information for a report that combines current data from an enterprise data warehouse and the historical or cold data from CDH.

Time to Value: CDH and the Denodo Platform together enable faster availability of information to consuming applications by abstracting data using Denodo Platform's data virtualization layer.

About Denodo

Denodo is the leader in data virtualization providing agile, high performance data integration and data abstraction across the broadest range of enterprise, cloud, big data and unstructured data sources, and real-time data services at half the cost of traditional approaches. Denodo's customers across every major industry have gained significant business agility and ROI by enabling faster and easier access to unified business information needs for agile BI, big data analytics, web and cloud integration, single-view applications, and enterprise data services. Denodo is well-funded, profitable and privately held.

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About Cloudera

Cloudera delivers the modern platform for data management and analytics. The world's leading organizations trust Cloudera to help solve their most challenging business problems with Cloudera Enterprise, the fastest, easiest, and most secure data platform built on Apache Hadoop. Our customers can efficiently capture, store, process, and analyze vast amounts of data, empowering them to use advanced analytics to drive business decisions quickly, flexibly, and at lower cost than has been possible before. To ensure our customers are successful, we offer comprehensive support, training, and professional services.

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