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News Advisory

Autonomy Announces Big Data Solutions in the Cloud

Innovations unify 100 percent of organization's data, deliver enhanced support for Hadoop, bring big data analytics to marketers

LAS VEGAS, June 4, 2012 — Autonomy, an HP Company, today announced a series of cloud-based solutions designed to help organizations generate a greater return on their big data initiatives.

Based on HP Converged Cloud and Autonomy Intelligent Data Operating Layer (IDOL) 10, these solutions include new capabilities for processing Hadoop data as well as a new clickstream analytics solution. The solutions enable businesses to discover new trends, opportunities and risks, and accelerate revenue growth by understanding and acting on web clickstream, sentiment and transactional data.

According to Gartner, "Through 2015, organizations integrating high-value, diverse, new information types and sources into a coherent information management infrastructure will outperform their industry peers financially by more than 20 percent."[1]

HP and Autonomy are uniquely positioned to help organizations capitalize on the big data opportunity by providing the scalability, flexibility and real-time conceptual understanding of information organizations need to transform islands of disparate data into actionable assets that can drive growth and profits.

Announced in November 2011, Autonomy IDOL 10 has generated significant market momentum. Businesses in every industry recognize the value of combining traditionally isolated information into one analytics platform to discover and act on patterns and trends in 100 percent of their information.

Get clever big data with Autonomy IDOL powered Hadoop
Since its inception, Autonomy IDOL has been designed to be embedded in other software platforms, and today more than 400 original equipment manufacturers (OEMs) use Autonomy IDOL in their product offerings. As part of today's announcement, Autonomy has released new capabilities for leveraging Autonomy IDOL technology within Hadoop deployments.

While Hadoop is a widely adopted and proven distributed file system, it does not understand the meaning of concepts contained in the information. Now customers and software vendors can embed the Autonomy IDOL 10 engine in each Hadoop node, and take advantage of more 500 IDOL functions, including automatic categorization, clustering, eduction and hyperlinking.

Organizations also can combine Hadoop data with other enterprise and external data by leveraging Autonomy IDOL, which supports over 1000 files types and connects to over 400 data repositories. By embedding Autonomy IDOL 10 within Hadoop, organizations can automatically gain access to the deep processing power, conceptual understanding and diverse data sets enabled by Autonomy IDOL and technology from Vertica, an HP Company.

Optimize revenue with Autonomy Optimost Clickstream Analytics
As the volume and variety of customer data continues to grow exponentially, marketers are increasingly focused on harnessing the value of this information to accelerate revenue growth. In fact, Gartner predicts that by 2017 the chief marketing officer (CMO) will spend more on IT than the chief information officer (CIO).[2]

Autonomy is extending its industry-leading digital marketing platform by delivering Autonomy Optimost Clickstream Analytics, which provides marketers with a single, consistent view of visits, conversions and customer engagement.

The solution leverages the Vertica Analytics Platform and Autonomy IDOL to provide unprecedented scale, performance, extensibility and understanding of 100 percent of an organization's information. Autonomy Optimost Analytics uniquely provides marketers with access to granular clickstream data, enabling them to aggregate, combine and analyze the information any way they choose.

Marketers also can blend this data with unstructured human information and other third-party data to gain a more complete and actionable understanding of customer interests, sentiments and buying patterns. Customers can use Autonomy's new prepackaged user interface, a third-party visualization technology like QlikView or Tableau, or write their own user interface. Autonomy's revenue optimization solution, which includes Autonomy Optimost Clickstream Analytics, allows businesses to combine information from disparate sources, understand the concepts and ideas in this information, and act on the information in real time.

"The Autonomy digital marketing platform is a comprehensive offering that enables marketers to accelerate revenue growth," said Anthony Deighton, chief technology officer at QlikView. "QlikView's unique Business Discovery platform, in conjunction with Autonomy's powerful Optimost Clickstream Analytics, gives marketers the ability to simplify complex data-driven decisions. Together these solutions will enable our joint customers to gain unparalleled insight into consumer behavior, ultimately resulting increased engagement and acquisition."

"Autonomy and Vertica offer an unparalleled platform from which to automatically understand, optimize, and act on 100 percent of an organization's data," said Rafiq Mohammadi, chief executive officer of Promote at Autonomy, an HP Company. "Today's announcement further extends this platform, by enabling organizations to get more value from their Hadoop deployments, and blend clickstream data with unstructured, human information. Autonomy Optimost Clickstream Analytics uniquely enables marketers to see and act on customer trends and sentiment—as they emerge—in order to optimize offers and campaigns, and to ultimately accelerate revenue growth."

Please visit http://www.autonomy.com/clickstream_analytics to learn more about Autonomy Optimost Clickstream Analytics.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at http://www.hp.com.

(1) Gartner presentation, "Deriving New Value from Merging the Worlds of Diverse Data," Rita Sallam, April 2-4, 2012.
(2) Gartner webinar, "By 2017 the CMO Will Spend More on IT Than the CMO," Laura McClellan, Jan. 3, 2012.

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