Unleash the Power of Big Data
Manage, Understand & Act on 100% of Information
The Challenges of Big Data
Volume, Variety, Velocity, Complexity

59%
Worldwide information volume is growing at a minimum rate of 59% annually

70%
70% to 85% of data is "complex mixed data types."

85%
of currently deployed data warehouses will not scale sufficiently to meet new information volume and complexity of demands by 2014

2%
of corporations can deliver the right information, at right time to support enterprise outcomes all of the time

* Source: Gartner, Coleman Parkes, October 2011
Meaningful Insight Requires Unified Analysis of all Data
HP is Uniquely Positioned to Unleash the Power of Big Data

Manage, Understand and Act on 100% of Information

Manage
• Leading technology to manage at data level
• Turnkey solutions & engineered systems
• Cloud or On Premise

Understand
• Understand 100% of information – structured, machine, and Human information in real time

Act
• Real-time data driven decisions
• Complete services portfolio from strategy to run
• Industry and Line of Business solutions
Unleash the Power of Big Data

Paul Miller
VP, Solutions & Strategic Alliances
HP AppSystem for Apache™ Hadoop™
World’s fastest Hadoop performance – 3.8 x faster than competition

New Offering/Description
- Turnkey Converged Infrastructure of HW, SW and management delivered from HP factory
- Unique Cluster Manager with Push-button deployment and 3-D performance visualization tools
- Integration with Vertica Analytics Platform
- Open approach with support for - Cloudera, Hortonworks, MapR

Problem it Solves
Hadoop is
- Difficult to deploy and manage
- Understood by few
- Difficult to extract value and generate insight
- Not enterprise ready

Benefits
- Simplify and speed deployment: >800 nodes in 30 minutes
- See and optimize performance in real-time
- Scale seamlessly to 1000’s nodes with built in resiliency and fault tolerance
- Real-Time Analytics with Vertica 6.0
- 3.8x faster than competition

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HP Big Data Strategy Workshop & HP Roadmap Service for Hadoop

New Offering/Description
- HP Big Data Strategy Workshop
- HP Roadmap Service for Hadoop™

Problem it Solves
- Lack of understanding the Big Data landscape and ability to build a long term strategy
- Determine when and how Big Data needs to be protected, archived, and secured
- Avoid false starts due to limited Hadoop expertise

Benefits
- Proven experience
- Executable Roadmap with recommended investments, timeline, & risk mitigation
- Accelerate strategies to produce meaning and understanding with Vertica and Autonomy

NDA until June 5, 2012, 11:00 am PT
HP Vertica 6 Enterprise Edition

FlexStore- Analyze any information, located anywhere, in any way

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<th>New Offering/Description</th>
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<td>• New parallel analytics computing framework</td>
<td>• Challenge gaining insights spanning disparate data channels</td>
<td>• Low-cost parallel analytics package</td>
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<td>• Simple and flexible data integration or federation with Hadoop, Autonomy, RDBMS and more</td>
<td>• Tradeoff between robust analytics and scale</td>
<td>• Big Data scale with real-time performance</td>
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<td>• Better mixed workload management</td>
<td>• Unpredictable workload effects on performance</td>
<td>• More questions, more data, more users - faster answers</td>
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<td>• Enhanced support for Converged Cloud/SaaS</td>
<td>• Big Data analytics in the Cloud</td>
<td>• Data driven decisions in real-time</td>
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Problem it Solves

- Challenge gaining insights spanning disparate data channels
- Tradeoff between robust analytics and scale
- Unpredictable workload effects on performance
- Big Data analytics in the Cloud

Benefits

- Low-cost parallel analytics package
- Big Data scale with real-time performance
- More questions, more data, more users - faster answers
- Data driven decisions in real-time

NDA until June 5, 2012, 11:00 am PT
Unleash the Power of Big Data

Rafiq Mohammadi
CEO, Autonomy Promote, an HP Company
Get More Value From Your Hadoop Deployment

### New Offering/Description
- IDOL 10 for Hadoop allows you to embed **IDOL engine** in Hadoop clusters to understand meaning, sentiment and patterns in data.
- Combine Hadoop data with other enterprise and external data leveraging **IDOL’s 400 connectors**.

### Problem it Solves
- Enterprises need to **understand and analyze** vast amounts of data in real time in order to drive key business decisions.
- Developing from scratch using MapReduce is **costly and time-consuming, skills** are often not available.

### Benefits
- Leverage **500+ functions** out of the box to understand and analyze data stored in Hadoop e.g. categorization, clustering, eduction, and hyperlinking.
- Support and augment the **Hadoop ecosystem**, instead of reinventing the Map Reduce wheel.
Optimost Clickstream Analytics

Big Data for Marketers, Powered by IDOL 10

New Offering/Description

- Optimost Clickstream Analytics
- Integrated with Autonomy Promote suite for end-to-end revenue optimization (Testing, Segmentation, Targeting, Ad/Keyword optimization)

Problem it Solves

- Enables marketers to analyze vast amounts of granular clickstream data, enabling them to aggregate, combine, and analyze the information any way they choose
- Provides a single, consistent view of visits, conversions, and customer engagement

Benefits

- Drive increased revenue and improve customer engagement by gaining a more complete and actionable understanding of customer interests, sentiments, and buying patterns
- Gain deeper insights by being able to analyze all data in site of large volumes
HP Information Optimization Portfolio

**Manage**
- HP 3PAR Storage Systems
- HP StoreOnce Backup Systems
- HP IBRIX File Storage
- HP Data Protector
- HP AppSystem for Apache Hadoop
- HP AppSystem for HANA
- HP AppSystem for MSFT SQL
- Autonomy Digital Safe
- Autonomy Consolidated Archive
- Autonomy Records Manager
- Autonomy Data Protector and LiveVault
- Autonomy Connected Backup

**Understand**
- Vertica 6 Enterprise Edition
- IDOL Powered Hadoop
- Autonomy Virage MediaBin
- Autonomy Explore
- Autonomy IDOL Universal Search
- Autonomy SPE
- Autonomy Qfiniti

**Act**
- Autonomy Optimost Clickstream Analytics
- Autonomy Optimost Campaign
- Autonomy Optimost Segment
- Autonomy Teamsite
- Autonomy ControlPoint
- Autonomy Introspect
- Autonomy Worksite
- Autonomy Legal Hold
- Autonomy Investigator and Early Case Assessment

**Services – Information Management and Analytics**
- HP Big Data Strategy Workshop
- HP Roadmap Service for Hadoop™
- Advanced Information Services for:
  - HP (Vertica and Autonomy)
  - Microsoft (Sharepoint BI)
  - SAP (HANA)
- Business Analytics and Information Delivery Services
- Business Solutions – Social Intelligence
- Information Management and Architecture Services
- Information Strategy and Organization Services
- Hosted Delivery – Managed Services, Cloud, Hybrid
  (Data Warehouse on Demand)