



News Advisory

HP Vertica 6.1 Boosts Big Data Value

Platform delivers high-performance data analytics, enhanced integration with Hadoop and simplified cloud deployment

Editorial contacts

Diana Wong, HP

+1 650 236 6037

diana.wong2@hp.com

www.hp.com/go/newsroom

FRANKFURT, Germany, Dec. 4, 2012 — HP today announced HP Vertica Analytics Platform 6.1, a new version of its next-generation analytics platform, purpose built to simplify Big Data. The platform enables enterprises to optimize and monetize Big Data with analytics packs, performance enhancements, enhanced integration with Hadoop and simplified Amazon EC2 cloud deployments.

Businesses and governments recognize the value to be extracted from “Big Data”—mountains of data piling up from a number of disparate data sources, including traditional structured operational systems, unstructured data consisting of user data, social networking sentiment and semistructured data generated by machines and sensors.

The HP Vertica Analytics Platform is purpose built for organizations of all sizes to monetize Big Data at hyperspeed and massive scale. The HP Vertica Analytics Platform 6.1 expands data management options to manage and optimize Big Data with a Hadoop Distributed File System (HDFS) connector that speeds data loading by four times or more compared to the previous connector version in the HP Vertica Analytics Platform 6.0.⁽¹⁾

The connector ensures seamless native integration between HDFS and the HP Vertica Analytics Platform, without requiring any resource-intensive MapReduce coding. This native integration allows clients to federate analytics queries across the HP Vertica Analytics Platform and Hadoop, ensuring high-performance analytics in a simple and scalable manner.

Better integration with Hadoop allows customers to gain insights from Big Data faster, whether the data is loaded directly into the HP Vertica Analytics Platform or is stored in Hadoop and analyzed via the HP Vertica Analytics Platform. The connector also ensures that a broad set of business intelligence (BI) tools can operate on Hadoop through the HP Vertica Analytics Platform.

In addition, the HP Vertica Analytics Platform 6.1 enables clients to:

- Optimize storage and simplify data archiving with flexible storage tiering that effectively uses existing storage media and archived data for offline storage rather than creating unnecessary backups;
- Quickly gain insights from information with a prebuilt R language pack that shortens the time for data scientists to begin performing advanced analytics, using one of the most popular open-source statistics packages in the market today;
- Achieve a faster return on information with expanded and improved performance of SQL functions for faster analytics;
- Simplify cloud deployments with a hardware virtual machine (HVM) based Amazon Machine Image (AMI) that includes Cloud Scripts for agile cluster management of Amazon EC2 deployments; and
- Streamline administration with tools to validate deployments, role-based access control to improve data and system security, as well as software development kit (SDK) extensions to ease the upgrade process.

“Organizations of all sizes are looking for ways to optimize and monetize Big Data, without sacrificing speed or choice,” said Colin Mahony, senior vice president and general manager of HP Vertica. “With this new release, our clients can rely on the HP Vertica Analytics Platform to solve their most challenging and business-critical Big Data initiatives with fast performance, massive scalability and openness to all types of information.”

Pricing and availability

HP Vertica Analytics Platform 6.1 is available immediately worldwide. Additional information about the software, and how to download a trial or purchase it, is available at <http://my.vertica.com/evaluate>.

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) Based on internal performance benchmarks.

This news advisory contains forward-looking statements that involve risks, uncertainties and assumptions. If such risks or uncertainties materialize or such assumptions prove incorrect, the results of HP and its consolidated subsidiaries could differ materially from those expressed or implied by such forward-looking statements and assumptions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including but not limited to statements of the plans, strategies and objectives of management for future operations; any statements concerning expected development, performance, market share or competitive performance relating to products and services; any statements regarding anticipated operational and financial results; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. Risks, uncertainties and assumptions include macroeconomic and geopolitical trends and events; the competitive pressures faced by HP’s businesses; the development and transition of new products and services (and the enhancement of existing products and services) to meet customer needs and respond to emerging technological trends; the execution and

performance of contracts by HP and its customers, suppliers and partners; the protection of HP's intellectual property assets, including intellectual property licensed from third parties; integration and other risks associated with business combination and investment transactions; the hiring and retention of key employees; assumptions related to pension and other post-retirement costs and retirement programs; the execution, timing and results of restructuring plans, including estimates and assumptions related to the cost and the anticipated benefits of implementing those plans; expectations and assumptions relating to the execution and timing of cost reduction programs and restructuring and integration plans; the resolution of pending investigations, claims and disputes; and other risks that are described in HP's Quarterly Report on Form 10-Q for the fiscal quarter ended July 31, 2012 and HP's other filings with the Securities and Exchange Commission, including HP's Annual Report on Form 10-K for the fiscal year ended October 31, 2011. HP assumes no obligation and does not intend to update these forward-looking statements.

© 2012 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.