

Autonomy IDOL 10

Today, an explosion of data from new sources is challenging traditional methods for analyzing and using information. Human information—such as emails, audio, video, social networks, blogs, call center conversations, and machine-generated sensor data—accounts for about 90 percent of all data, and is growing at 62 percent CAGR, which is three times faster than structured data. Beyond its sheer size, it is within ‘unstructured data’ that all the interesting and important things happen. For instance, when processing information to uncover a crime, investigators look for incriminating emails. When trying to understand their customer base, marketers look for information on their customers. Customers, however, do not send databases, but instead they send vital business intelligence in the form of an unstructured tweet or blog post.

Alongside unstructured data, the remaining 10 percent of information lives in structured databases. This extreme data—amassed in CRM and ERP applications, call detail records, gene sequencing, sensors, customer purchasing history, click streams, and game interactions—is being generated at a torrential pace, from server to cloud to hybrid application and back.

To succeed in the new era of Human Information, organizations must take a holistic approach, by addressing 100 percent of their enterprise data—both unstructured and structured. By automatically understanding the ideas and concepts expressed in their vast and varied sets of information, organizations can act more quickly on market opportunities and gain significant competitive advantage.

Real-Time, Contextual Understanding of Structured and Unstructured Data

Suppose a telecommunications company wishes to simultaneously analyze all customers in one zip code who use an iPhone 4, provided product feedback when they called customer service, and posted a Yelp review in the same month. If the company were to process the data manually, the task would take so long that the information would lose its value and become unactionable by the time they finished processing the data. But what if highly complex analytics could be performed simultaneously and seamlessly across all forms of data, including emails, videos, texts, images, and more?



Autonomy IDOL 10 provides a single processing layer that allows organizations to form a conceptual understanding of 100 percent of information, both inside and outside the enterprise. Based on Autonomy's Intelligent Data Operating Layer (IDOL), the platform uses patented probabilistic algorithms to automatically recognize concepts and ideas expressed in all forms of information. Leveraging NoSQL (Not Only SQL) technology, IDOL 10 enables enterprises to simultaneously understand and act upon documents, emails, video, chat, phone calls, and application data moving across networks, the web, the Cloud, smartphones, tablets, and sensors.

With over 500 out-of-the box functions and 400 connectors, IDOL 10's unique pattern-matching technology understands the meaning of all enterprise information regardless of format, language, location, subject or quantity and detects patterns, emotions, sentiments, intent, risks, and preferences as they happen.

A single view into all content allows highly complex analytics to be performed seamlessly across a variety of data types, repositories, and communication channels to dramatically increase the value an organization can derive from its information.

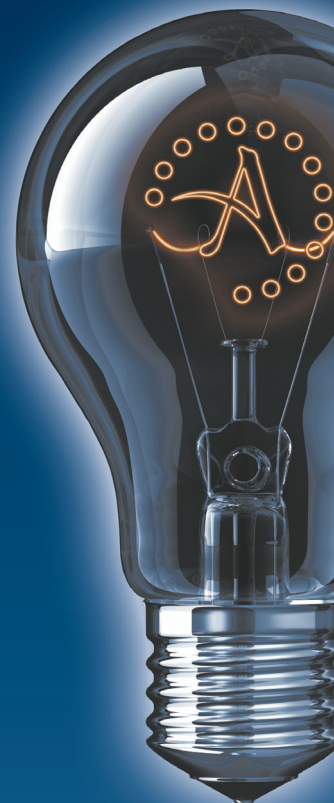


Features

- Single processing layer for conceptual, contextual, and real-time understanding of all data, inside and outside the enterprise
- Unique pattern-matching powered by statistical algorithms recognize distance in ideas, concepts, and context in real time
- NoSQL interface provides single processing layer for cross-channel analytics of structured and unstructured data
- Enhanced scalability and contraction of clusters greater than 20x faster in cloud, virtual, and physical deployments
- Manage-in-place technology indexes all data where it resides, eliminating copying requirements, storage costs, and hand-off risks
- Five additional solution sets: HP Big Data Solutions, HP Social Media Solutions, HP Risk Management Solutions, HP Cloud Solutions, and HP Mobility Solutions

Benefits

- New class of understanding for 100% of structured and unstructured data
- Real-time, advanced analytics
- Superior speed, scalability, and simplicity
- Process information in-memory, in-time, in-place



POWER
PROTECT
PROMOTE

Increased Performance Capabilities

Autonomy IDOL 10 enables sophisticated analytics for real world applications by leveraging performance enhancements such as subqueries, database statistics, lifecycle management, query optimization, data re-segmentation, and join filtering. In addition, enhanced elasticity supports dynamic expansion and contraction of clusters more than 20 times faster in every deployment scenario—cloud, virtual, and physical—allowing users to quickly create additional capacity as needed.

Enhanced Connector Framework

Organizations can democratize data types with Autonomy's 400+ connectors, as well as new connectors for Social Content and Big Data with support for facebook, Twitter, Hadoop, and others. New functions for Intelligent Image and Document Recognition functions include document comparison for version management, signature identification, among other features, and can accommodate data extraction requirements from complex data sources such as contracts, forms, productivity tools, and spreadsheets. In addition, standard connectors and flexible APIs assist customers in moving data, creating reports, dashboards, and queries—and developing applications for drastically better query performance and scalability.

New Image Processing Algorithms

Organizations can leverage IDOL 10's image processing algorithms—SLAM (Simultaneous Localization and Mapping), FHER (Fast, High Efficiency Recognition), and OMP (Object Masking and Positioning)—to take video and sound information from devices in real time, creating a virtual world in which computers can inhabit and interact. This allows technology to bridge the gap between human perception of an object and information about the object that a computer might infer from an image or video, and allows arbitrary objects created by a user to be positioned and to interact with new realities.

Map/Reduce Integration

IDOL 10 supports and leverages the Hadoop ecosystem, combining the strengths of Hadoop and IDOL for richer analytic computation. Unlike other vendors who simply re-implement Map/Reduce, IDOL 10 can uniquely leverage additional tools in the Hadoop technology stack such as Hbase and Hive. Parallel import and export to HDFS allows data transformation to occur in Hadoop or IDOL 10.

About Autonomy

Autonomy, an HP Company, is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy's powerful management and analytic tools for structured information together with its ability to extract meaning in real time from all forms of information, regardless of format, is a powerful tool for companies seeking to get the most out of their data. Autonomy's product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

Please visit www.autonomy.com to find out more.

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 www.hp.com.

Highlights

- Only Solution to Process 100% of Information
- Single Processing Layer for Unstructured/Structured Data
- Real-Time, Advanced Analytics
- Understand Meaning and Context in All Information
- Global Language Support

IDOL10™

Autonomy Inc., an HP Company
One Market, Spear Tower, 19th Floor,
San Francisco, CA 94105, USA
Tel: +1 415 243 9955
Fax: +1 415 243 9984
Email: info@us.autonomy.com

Autonomy Systems Ltd., an HP Company
Cambridge Business Park,
Cowley Rd, Cambridge CB4 0WZ, UK
Tel: +44 (0) 1223 448 000
Fax: +44 (0) 1223 448 001
Email: autonomy@autonomy.com

Other Offices

Autonomy has additional offices in Antwerp, Barcelona, Beijing, Boston, Calgary, Cambridge, Chicago, Dallas, Kuala Lumpur, London, Madrid, Mexico City, Milan, Munich, New York, Paris, Pleasanton, Rome, San Francisco, Santa Clara, Shanghai, Singapore, Santiago, Sao Paulo, Stockholm, Sydney, Tokyo, Utrecht and Washington, D.C.