



## News Advisory

# HP Unveils Big Data Analytics Platform

Big Data solutions deliver deeper insight for better outcomes

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LAS VEGAS, June 11, 2013 — HP today announced HAVEEn, a set of core technologies that form a Big Data analytics platform, enabling organizations to create next-generation applications and solutions to accelerate the adoption and monetization of Big Data.

The growing volume, variety, velocity and vulnerability of information—aka Big Data—present challenges and opportunities for organizations. Organizations need secure solutions that can scale while sourcing data at high speed.

HAVEEn combines the proven technologies from HP Autonomy, HP Vertica, HP ArcSight and HP Operations Management, as well as key industry initiatives such as Hadoop, to create next-generation, Big Data-ready analytics applications and solutions.

*“The value of Big Data comes from the ability to analyze all information in real time, so decisions that accelerate growth or improve services to customers and citizens, can be made quickly,” said Colin Mahony, senior vice president and general manager, HP Vertica. “Only HP has the intellectual property in technology, services and partnerships to truly make data matter.”*

HAVEEn enables HP clients and partners to:

- Avoid vendor lock-in with open architecture that supports a broad range of analytics tools, including major Hadoop distributions, programming languages, and an ecosystem of business intelligence (BI); visualization; and extract, transform and load (ETL) solutions.
- Protect investments with support for multiple virtualization technologies, such as VMware, Amazon and OpenStack, as well as varied deployment methods, including on-premises, private, managed or public cloud.
- Speed time to value with highly optimized hardware solutions, such as HP AppSystem for Vertica, HP AppSystem for Apache Hadoop and offerings from HP partners.
- Gain value from 100 percent of information, including structured, semistructured and unstructured data via HP’s portfolio of more than 700 connectors into HAVEEn.

HAVEEn also provides a platform for HP’s industry-leading worldwide partner and reseller channel to create Big Data-enabled business transformation solutions to create new market and revenue opportunities.

*“HAVEn is a truly revolutionary new solution from HP,” said Patrick Stewart, vice president and general manager, HP Practice, Avnet Services, Americas. “Avnet has a very successful, long-standing relationship with HP, so partnering with HP to deliver on HAVEn, which integrates hardware, software and services to enable our customers to transform their businesses and profit from big data, is a visionary solution brought to life for the real world.”*

### **Availability**

All solutions powering HAVEn are currently available from HP or its ecosystem of worldwide partners.

### **Learn more**

Additional information about HAVEn, HP’s Big Data ecosystem and portfolio of solutions, is available at [www.hp.com/go/HAVEn](http://www.hp.com/go/HAVEn).

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