



Overview

The speed of business and need for agility drive companies toward the increasing need to answer sophisticated questions quickly. They need the ability to live within the midst of extraordinary speed and respond with remarkable insight.

Top Benefits

- ▶ **Sustain competitive advantage:**
New data and external analytics means new advantage
- ▶ **Accelerate analytic iterations:**
Inline access speeds new discovery
- ▶ **Use the freshest data:**
Push demands toward real time
- ▶ **Gain quick access to new data types:** Quickly create new ODI modules

Big data means more than more storage; it means greater potential for insight. Different information types open up new avenues for insight. Think about what is hidden in the 295 billion emails sent every day in 2010. What about the 500 quadrillion files created in the same year? What about all of the world's data that is only seen in motion? It never gets stored; it moves through sensors and monitors that harvest vital statistics as the data streams at near light speed. The analytic opportunity is multiplied by the fact that more people understand the value and potential of analytics than ever before. Finally, we are on the frontier of game changing access to data. Collaboration is about to emerge as the new standard for analytic pioneers.

Where is it all leading? Leading edge, analytic-driven companies are now combining analytic models from across different organizations to drive more value and competitive advantage for the company. We are about to see an explosion of new analytics like "fraud aware nano-segmentation" in the communications space, or "daily price and offer optimization" in retail. These new analytics, springing up from collaborative efforts, are the new frontier.

The Cost Of Constrained Analytics

Because most companies tend to focus on the same data and the same problems, they spend a lot of money without gaining a true competitive advantage. In addition, old technology tends to keep analysts in a nice little box of what they can and cannot do, mostly what they cannot do. When they finally get around to wanting data, they typically hear the words, "Get in line." The backseat means long waits, limited access to details, and ultimately, limited return on analytics for the company. While there is a strong push towards collaboration, most analysts still work in silos. Sharing analysis across organizations is slow; it can't be done in real time due to the shortcomings of the old technology.

So, how are companies addressing the analytic challenges? Some companies continue to use their old data warehouse technology to support analytics, but this requires too much effort since they were not built for analytics. Others are buying new appliance technology to handle analytic workloads.

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Features and Benefits

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While appliances may appear to solve current analytic challenges, they tend to require more work than expected and special skills for management and expansion. With the cost of memory and compute power decreasing every year, some old school analytic vendors are pushing customers to buy more iron. While this solves the performance challenges of analytics, it often comes at a multi-million dollar price.

Without new innovation most organizations remain in a world of constrained analytics. It costs too much and takes too long to do the things you really want to do. With constrained analytics comes missed opportunities. Business leaders understand what they could do with new analytic applications, but current technology and resource constraints keep them from doing anything about it. In addition, analysts are forced to work with incomplete data; and as a result, they misread trends and miss important trends and points of intelligence altogether. Landmines that could potentially be discovered with a full-on analytics program remain hidden.

Innovation Leads the Way

The only way to solve the analytic challenge is to think differently about how to meet the needs of a changing world. It takes innovation to help companies take the constraints off of their analytics program. Major breakthroughs in technology have always turned application groups into platforms.

- Hardware that used to run firmware, became a platform for an operating system and software applications.
- Software that could handle data in a unique way, databases, become the foundation for business applications and business intelligence.
- Now the most state-of-the-art analytic databases are becoming “platforms” for the proliferation of analytic applications around the world.

The Realization Of Unconstrained Analytics

The ParAccel Analytic Platform combines a high performance analytic database with a powerful suite of supporting applications that drive unconstrained analytics and accelerate the value of analytics across the entire company. The ParAccel platform allows companies to think outside the box when it comes to analytic applications. Five architectural features open a new world of possibilities.

Core Analytic Database: Analyze anything. ParAccel’s core analytic database was built from the ground up for analytics. The combination of columnar storage, adaptive compression, in-memory processing, and on the fly compilation make it platform ready. In addition, the patent-pending Omne Optimizer adjusts concurrent queries, handles more than 1000 joins, and dynamically shares computing resources to get analytics done in the most efficient manner possible over an unlimited number of nodes.

Extensibility Framework: Analyze any way. It’s our ability to extend the power of our high performance analytic database that sets us apart from other vendors. The ParAccel Extensibility Framework opens the core database to new and diverse data sources and analytics through our On Demand Integration modules. In addition, there are libraries of off-the-shelf advanced functions available to the database as part of our Integrated Analytics.

On Demand Integration: Analyze on the fly. ParAccel’s On Demand Integration architecture creates an open environment where analysts can bring in data from Teradata and leverage Hadoop analytics before or in the middle of a query. It’s the perfect solution for offloading analytics from a Teradata data warehouse or bringing in internet and already analyzed social media data. These out of the box modules give users access to the full range of data needed to make the right decision every time.

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Integrated Analytics: Analyze instantly.

ParAccel Integrated Analytics pulls the functionality of third party advanced functions right into the core analytic database for easy use and high performance analytic processing. In addition, it's easy for you to create new analytic functions and make them available for reuse to any user or BI tool with access to ParAccel. Over time, you build your own library of advanced functions based on the nuances of your business. Integrated analytics becomes customized analytics and drives a sustainable competitive advantage.

Massively Parallel: Analyze without constraints.

When it comes to analytic decisions, nothing matters more than timeliness. Our massively parallel processing is a divide and conquer processing technique that coordinates processing simultaneously across separate nodes. The combination of highly efficient interconnect, parallel data distribution, and query execution drives near linear scaling for both loading and analyzing data.

Analytic Platform: Benefits

Sophistication. Experience the broadest analytic reach possible to handle the most complex business needs. No matter how simple or complex, confined or widespread, summarized or detailed, simple or mature your analytics, ParAccel will give you the reach you need.

Speed. Leverage the fastest analytic performance achievable to jump on fleeting opportunities and uncover hidden risks. With ParAccel linear scaling, there is no limit to the amount of data or level of detail you can analyze.

Agility. Run with the quickest analytic response to launch new analytic applications, alter existing applications, and respond to business needs in a timely manner. ParAccel gives you remarkable insight to thrive in the midst of the extraordinary speed of business.

Analytic Platform: Capabilities

Integrate. With an analytic platform, companies can combine complex analytics from different parts of the company to increase the overall value. Because very few companies integrate analytics across organizations, it is a rich source of sustainable competitive advantage.

Extend. An analytic platform extends intelligence to more front line business people to help them make smart decisions every day. Extension identifies new parts of the business that would benefit from analytics and gives them what they need. Extension also goes beyond the enterprise. It puts analytics in the hands of customers and partners to maximize the value of those relationships.

Scale. With ParAccel massively parallel processing and the extensibility framework, scale means smarter decisions for more people. Yes, you have to process more data, but the goal is to be able to handle analytic workloads all across an analytics-driven enterprise.

Analytic Platform: Value

Improve price performance up to 100 times. Compare the cost of traditional systems to support analytics to the ParAccel Analytic Platform.

Identify and react to previously undiscovered opportunities. Count the value of increased revenue, better customer retention, increased acquisition rates, and better cross sell and upsell.

Uncover and avoid previously hidden risk. Measure the value of being able to identify real risk as compared to perceived risk. It never fails.

ABOUT PARACCEL, INC.

ParAccel, Inc. is the proven leader in high performance analytics. Our software-only platform provides the best scalability and price-performance for the widest variety of analytics, unlocking the most value from all available data for both Operational and Discovery workloads.