

## On Demand Integration

ParAccel Analytic Platform easily brings in data and analytics from a broad range of sources and data types to deliver a true enterprise analytic platform. ParAccel On Demand Integration (ODI) modules provide on-the-fly access to data warehouses and non-structured data in quick, convenient interface. ODI modules also provide inline access to complementary sources of analytics such as Hadoop to support sophisticated analysis in ParAccel. Our approach to extensibility supports the iterative process of analytics, the rapid delivery of new analytic applications, and the extension of analytics across organizations and beyond.

### 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

### On Demand Integration Speeds New Analytics

Analysts doing discovery work tend to use an iterative process to discover hidden treasures of information and uncover the buried landmines of risk. When they have to bring in new data, they tend to pull in data, run some queries against it, and repeat this over and over again until they find the right data.

Quick, simple access to data can turn months of discovery into days. Speed and agility combined with access to new and emerging data types takes ordinary analytics and turns them into competitive analytics.

Access to new data like social media chatter, streaming sensor data, and digital media of all kinds allows you to think in new ways, deliver new results, and stand out as a business leader.

ParAccel On Demand Integration takes an already impressive analytic database and turns it into a platform. Analysts can choose to leverage analytic work being done outside of ParAccel and simply bring the results into their query, or they can move data and run the query within the platform. This collaborative approach drives optimal analytic performance.

# On Demand Integration

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## Overview

ParAccel offers On Demand Integration modules for Teradata, Hadoop, FIX, and the New York Stock Exchange data. New modules can easily be built for other databases, images, video, audio, or any other kind of binary files. Each module leverages a unique connection with the data source and uses the Extensibility Framework to fully leverage the performance of the core analytic database. Analysts can bring data into their workspace ahead of time, or simply run the import as part of their query execution.

Bringing new data into an existing database from sources like enterprise data warehouses, ticker data, clickstream, and email archives can be extremely complex and time consuming. For data warehouses especially, access is often restricted. Time to load stretches out due to modeling and performance tuning requirements. Access on demand changes the way analysts work in the discovery process.

For example, the Teradata ODI uses Teradata's Fast Export utility for quick access and then speeds time to access using the parallel loading capability of the core ParAccel database. The entire process is executed via SQL and the data streams in without staging. Careful consideration is taken to utilize every efficiency possible.

## ODI Features

### Sustain competitive advantage.

Maintaining a competitive advantage depends on quicker access to data sources. Whether its access to social media data through Hadoop or to semi-structured data like ticker data to understand how markets might impact your business in near real time, new sources of data set you apart from the competition.

### Accelerate analytic iterations.

Inline access to vital data and analytics supports a rapid iteration model. Analysts bring data warehouse and other types of analytic results into their workspace during a query, instead of waiting weeks on IT. This inline approach allows them to fine tune the selection of data they need in minutes rather than days in a traditional model.

### Use the freshest data.

In a world moving at extraordinary speed, it takes fresh information to make the right choices in near real time. Using massively parallel streams of data ensures the use of the most current data. It's this kind of speed that returns the right offer to ever click on a website, or the right response to every threat on a network.

### Gain quick access to new data types and analytics.

The development of new On Demand modules is simple. As new data sources and analytics become available you can rapidly create your own On Demand modules, or work with ParAccel professional services to support your requirements.

## ODI Modules

**Teradata ODI.** Allows you to simply offload analytic workloads. Consider that a complex query run against Teradata may need to do excessive number of table scans. An import request from ParAccel does one table scan.

**Hadoop ODI.** Allows you to jointly analyze structured and unstructured data. Bi-directional data and analytics lets you choose where you want to do the bulk of your analytic work. Let Hadoop do what it does best, use ParAccel for the heavy analytic lifting. Perfect for big data and big analytics.

**FIX ODI.** Allows you to rapidly import semi-structured trading data into ParAccel to use in your broader analyses. Trading data streams in seven different formats. An import request from ParAccel creates one variable stream of columnar data, ready for access.

**NYSE Technologies ODI.** Automates the transformation and loading of NYSE data in seconds. Includes access to daily history, TAQ, ArcaBook and Openbook data.

#### 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.