

DISCOVER DIGITAL MEDIA ANALYTICS

Imagine knowing the meaning of every move your customers make. Discover what digital media can do with the most powerful, most prolific, most expansive analytics in the world.

Imagine the Possibilities

- ▶ **Know more about your customers than any of the competition**
- ▶ **Personalize ads for smaller and smaller segments**
- ▶ **Dynamically set pricing to increase profits**
- ▶ **Discover unique consumption and foraging patterns**
- ▶ **Create new environments on the fly**
- ▶ **Generate personalized interaction for massive communities**

For more information please contact us at info@paraccel.com or call 866.903.0335

www.ParAccel.com

Capitalize on Change

As people pour into interactive websites, information hubs, and online gaming sites, the opportunity to engage them grows in value and challenge. Minute interactive details pile up volumes of data never before seen. The need for speed and personalization increases exponentially. Imagine capturing every nuance of every move made by participants from all over the world when they remain and read or stay and play.

Captured information could potentially create the most amazing laboratory for data-driven innovation ever seen. Oceans of data waiting to be explored. Insight just waiting to be discovered. And a race to see who finds the sunken treasure first.

Imagine the analytic advantage created by companies who figure out how to turn adverts into assets. Make your offers with confidence. Set your pricing dynamically. Display your ads personally. Create new environments on the fly. Make your digital media smarter than it's ever been. The result could be a truly unconstrained analytic playground for digital media, with applications like "automatically generated information and environment" or "nano-segmented, real-time offer optimization."

Unconstrained Analytics for Digital Media

The way to capitalize on the emerging digital media playground is through an analytic platform that supports speed and agility in the context of the most rapidly changing business on the planet. 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 foundational components open a new world of possibilities:

- **Core Analytic Database:** Analyze anything.
- **Extensibility Framework:** Analyze any way.
- **On Demand Integration:** Analyze on the fly.
- **Integrated Analytics:** Analyze instantly.
- **Massively Parallel Processing:** Analyze without constraints.

Discover Digital Media Analytics

Core Analytic Database. Analyze anything.

ParAccel's core analytic database was built from the bottom up to handle everything from trillions of gaming interaction logs to billions of moment by moment moves in the consumption of information. 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 make it possible for digital media companies to jump in the lead quickly and maintain leadership over time. 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 data warehouses and leverage Hadoop analytics before or in the middle of a query. It's the perfect solution for offloading analytics from traditional platforms or bringing in relevant online information 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 information design, product design, sales, and marketing decisions every time.

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 customer base and product design. It's customized algorithms and advanced functions that drive 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 high volume movement logs, click-stream data, and social media.

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Welcome to the World of New Analytics

Consider the business value of new applications like...

- ▶ **Complex micro-segmentation and nano-segmentation**
- ▶ **Nano-segmented, real-time offer optimization**
- ▶ **Micro-campaign and offer optimization**
- ▶ **Dynamic pricing optimization**
- ▶ **Extreme offer personalization**
- ▶ **Consumption and foraging models**
- ▶ **Automatic environment generation**
- ▶ **Automatic information generation**
- ▶ **Real-time, attention capture optimization**

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.

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Extend the Reach of Analytics

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

Speed. Leverage the fastest analytic performance 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. It's analytic results at the speed of a click.

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 digital business.

Get Results Now

It's time for your digital media business to remove all stops. When it comes to making the right decisions at the speed of business, the answer should be, "Yes, we can do it," not, "It will never work." With technical challenges and limitations set aside, your business leaders will be able to move faster, create more, and stay ahead of the competition for a long time to come.

Accelerate.
Innovate.
Compete.

When analytic driven companies discover the possibilities of unconstrained analytics, they quickly realize the potential of accelerating the spread of analytics across the organization. Ultimately they drive the speed of acquiring new customers, keeping the attention of existing customers, and increasing average time spent and revenue generated per user.

With acceleration comes innovation. Speed and agility frees valuable resources to spend their time in the analytic discovery process. When analysts can iterate through different scenarios ten times in one day compared to the former once a day, they uncover new market opportunities and hidden risk.

Acceleration and innovation create a sustainable competitive advantage. Cutting months off of new service delivery means being first to market, establishing a beachhead, and quickly taking ground from the competition. Small percentage increases in time spent on site and frequency of returns quickly translate to millions or billions of dollars and protected market position.