



## DISCOVER NEW GOVERNMENT ANALYTICS

Imagine knowing, serving, and protecting your constituency with amazing precision. Discover how new analytic technology lets you make every decision as if your life depended on it.

### Imagine the Possibilities

- ▶ **Analyze information to positively influence how people live**
- ▶ **Create new services that benefit the entire population**
- ▶ **Detect incidents before they occur**
- ▶ **Increase efficiency, effectiveness and transparency in your organization**
- ▶ **Respond rapidly to national risks**
- ▶ **Personalize constituent interactions**
- ▶ **Iterate through massive genome data sets**

For more information please contact us at [info@paraccel.com](mailto:info@paraccel.com) or call 866.903.0335

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### Capitalize on Change

There has never been a time in history when government analytics had so much potential for good. Technology can be a core enabler for defending the country, protecting the homeland, lowering the cost of government, providing better services, catching criminals, and even understanding the true sentiment of the constituency. Creating a dialogue between government and people could be instrumental in taking democracy to a new level.

In parallel, there is more data being produced and processed by governments than ever before. It's great to consider what information can do for the government, but it's also exciting to think about how information collected by the government and shared with the people can also have a positive impact on how people live. Imagine what governments could do with insight into consumer trends, environmental responsibility, the changing face of the population, and the need for transparency and accountability to the people.

Analytic-driven organizations are looking for technology that combines analytics from different parts of the government, rapidly brings in new data sources like social media, and supports the rapid delivery of new analytic applications.

The result is a new paradigm that embraces applications like “segmented services,” “engagement propensity,” or “incident response modeling.”

### Experience Unconstrained Analytics

The answer to the opportunities that lie behind local and national government organizations is an analytic platform that supports speed and agility in the context of a complex decisions. 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. The ParAccel platform allows organizations 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 New Government Analytics

### **Core Analytic Database.**

#### Analyze anything.

ParAccel's core analytic database was built from the ground up to handle everything from billions of census records to petabytes of social media data. 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 makes it possible for governments to be highly impactful. 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 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 sales, marketing, and network 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 constituency or organization. It's customized algorithms and advanced functions that drive continued efficiency and effectiveness over time.

### **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 location data, RFID, logistics data, and social media.

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### Welcome to the World of New Analytics

Consider the business value of new applications like...

- ▶ **Analytics for the people**
- ▶ **Incident detection and prevention**
- ▶ **Incident response modeling and optimization**
- ▶ **Personalized constituency interaction**
- ▶ **Detailed genome discovery**
- ▶ **Disease outbreak prevention, detection, and response modeling**
- ▶ **Terrorist prevention, detection, and response modeling**
- ▶ **Field engagement optimization**
- ▶ **Asset utilization 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 decisions involving millions of people. 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 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 change.

### Get Results Now

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

**Accelerate.** When analytic-driven governments 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 delivering new services, responding to potential threats, and increasing local and global impact.

**Innovate.** 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.