ENTERPRISE VELOCITY SYNCRONIZATION WITH AN ANALYTIC CLOUD

September 2012

T.C. Janes / Justin Simonds
HP ES&A
Everything is different this time…
The Myth That Drove the Gold Rush.

All we need is a fat pipe and pans working in parallel…
What Is Wrong With Today's Data Warehouse Architectures?
Single EDW is a relic of the Past

Velocity
• Too slow to meet SLAs
• Low latency requirements
• High latency loading
• Real-Time data feeds

Volume
• Inadequate infrastructure design
• Complex modern workloads
• Growing data volumes

Variety and Complexity
• Complex mixed-data-type support
• Relational model restrictions
• Lack of flexibility
Velocity Synchronization of your business

- Data and execution velocities must be synchronized to the time constant of the business in order to dynamically balance and optimize assets.
- The focus is to improve fundamental value creation: Internal efficiency attracts capital.
- Harnessing the power of elapsed time: A scarce resource in a virtual world.
- LDW targets the "tolerance windows": People, processes, businesses and systems.
HP’s Analytic Cloud
with Logical Data Warehouse based on a Time Continuum

Data Create Consolidate Consume

- Internet/ Social Media
- CRM, ERP, External Sources
- Event Data

Autonomy
Big Data Processing

Vertica
Bi and Ad-Hoc Analytics

Nonstop
Operational Analytics

UCirrus
Real-Time Analytics

Customers
Orders
Trades
General Ledger
Invoices
Purchase Orders

Virtualized
Abstracted
Federated

Service Catalog
User Portal

- Dashboards
- Reports
- Applications

Process
Enterprise Meta & Control Data Mgmt
Data Profiling
Validation & Cleansing
Engagement Processes
Interface Specifications & Mgmt
Data Quality and Data Stewardship Management
Questions and Answers