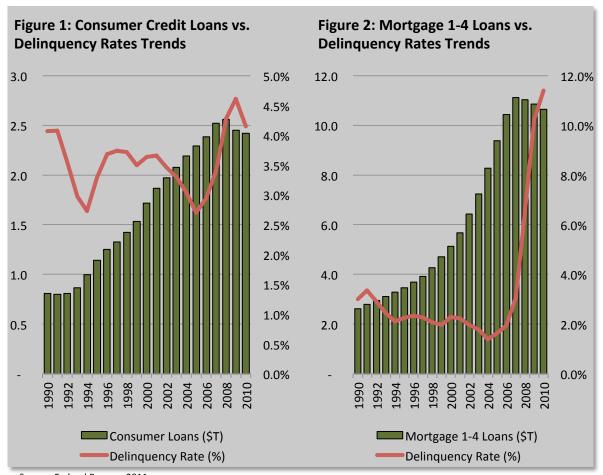


### hadoop reference architecture

financial services webinar series

## financial services industry issues



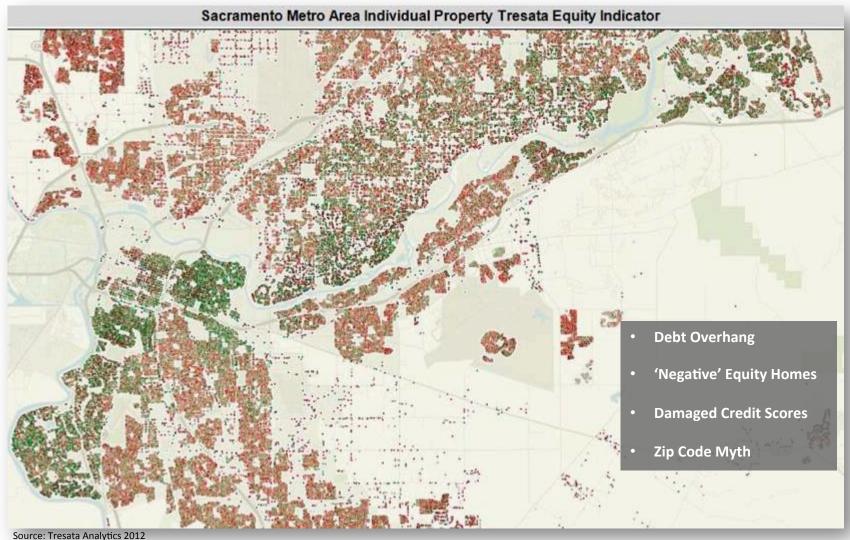
- A. Huge Financial Services industry vertical...
- B. ...utilized very limited data capabilities which...
- C. ...drove poor consumer underwriting decisions...
- D. ...that yielded severely negative financial results

Source: Federal Reserve 2011





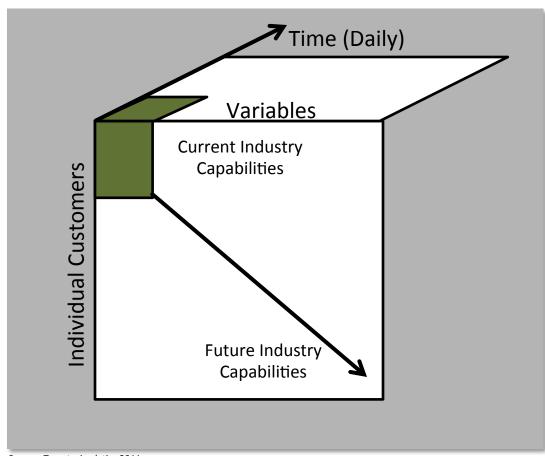
## big impact on consumer behavior







## required big data capabilities



Source: Tresata Analytics 2011

#### A. Current Capabilities

- 1. Sub Samples
- 2. Limited variables
- 3. Limited time series
- 4. Very high cost

#### **B.** Future Capabilities

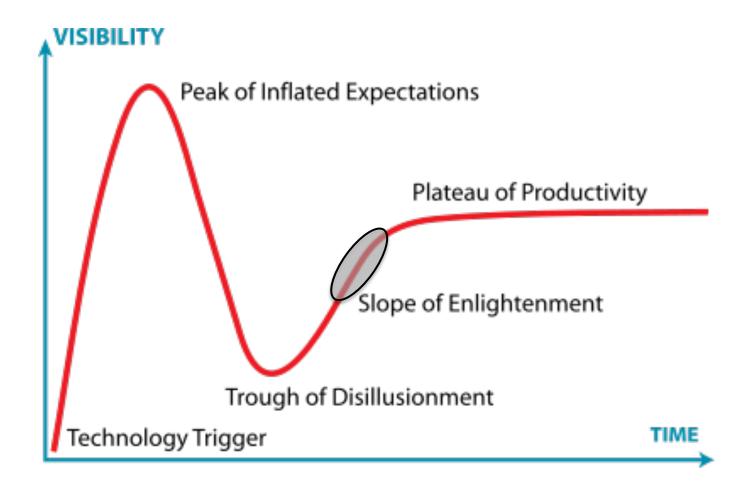
- 1. All customers
- 2. All variables
- 3. Full time series
- 4. Better Analytics

Major Data Analytics & Technology Challenge!





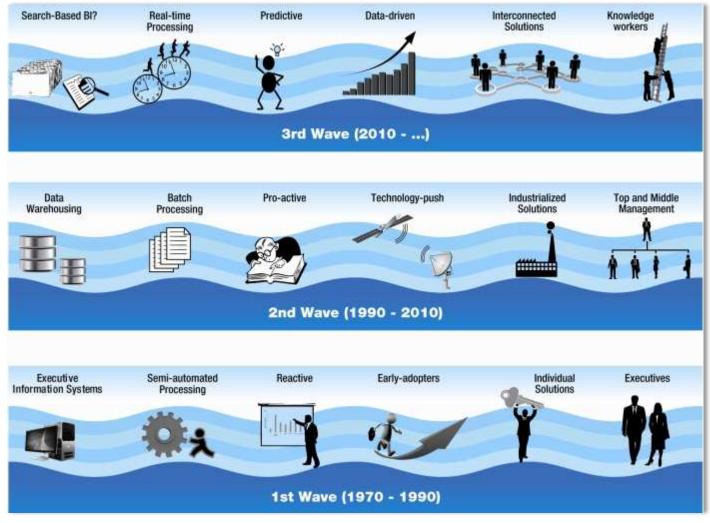
## where are we in the hype cycle?







## delivery & comprehension paradigm

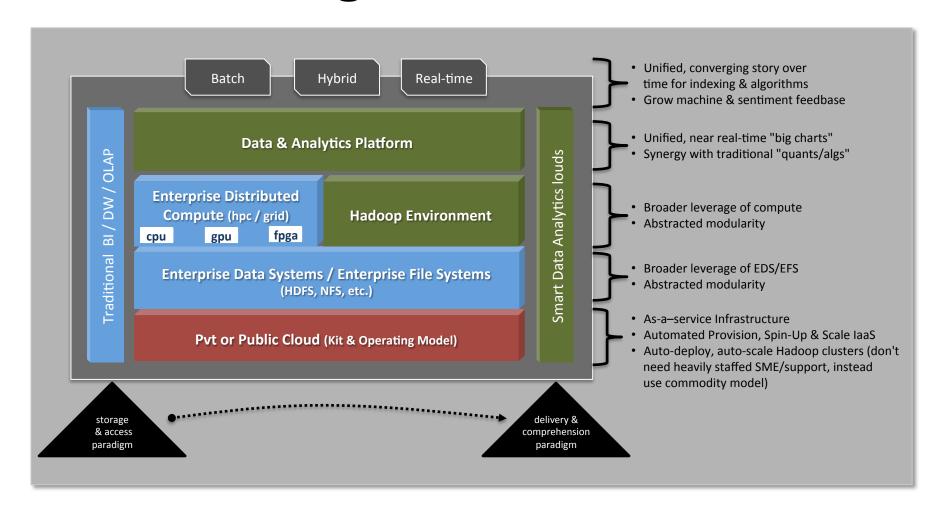


Source: Cap Gemini 2011





## a new big data architecture







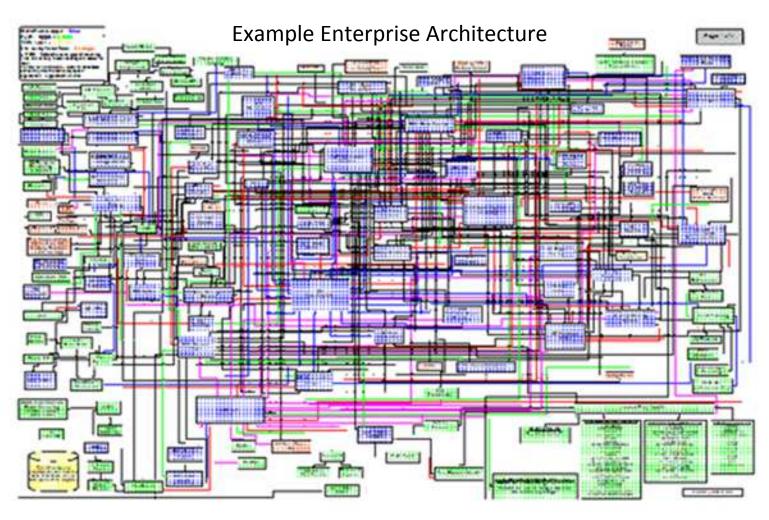
## enterprise ready hadoop stack

Tresata Certified & Packaged BDaaS Stack • Extensible Analytics Platform **Analytics Engine** Tresata • Total View of Customer Engine • Proprietary Algorithms & Analytics Data Platform **Apache** • Hadoop distribution (like Hortonworks) **Hadoop Operating System** • Distribution support Infrastructure • High bandwidth backplane **Security & Monitoring**  Industry approved & certified security • Fully managed platform, e2e **Server Hardware & Operation System** Private or public cloud





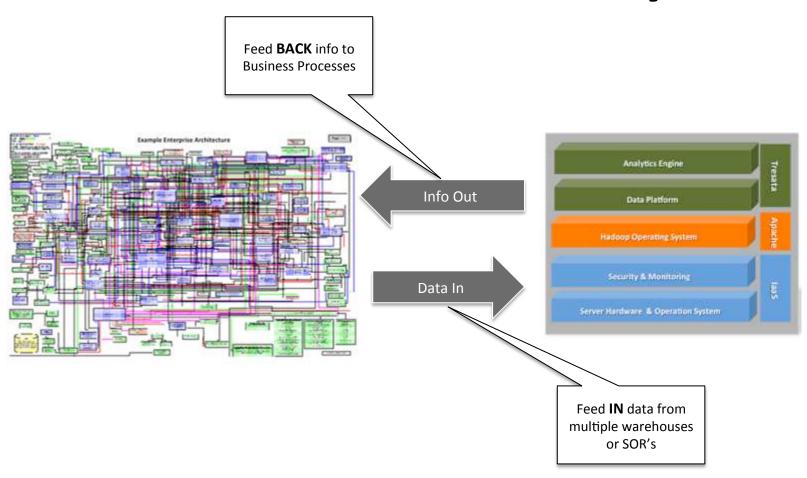
# do not add complexity







# make the start easy







## if its data...you can move it

YOU WANT YOUR COUSIN TO SEND YOU A FILE? EASY. HE CAN EMAIL IT TO - ... OH, IT'S 25 MB? HMM ... DO EITHER OF YOU HAVE AN FTP SERVER? NO, RIGHT. IF YOU HAD WEB HOSTING, YOU COULD UPLOAD IT ... HMM. WE COULD TRY ONE OF THOSE MEGASHAREUPLOAD SITES, BUT THEY'RE FLAKY AND FULL OF DELAYS AND PORN POPUPS. HOW ABOUT AIM DIRECT CONNECT? ANYONE STILL USE THAT? OH, WAIT, DROPBOX! IT'S THIS RECENT STARTUP FROM A FEW YEARS BACK THAT SYNCS FOLDERS BETWEEN COMPUTERS. YOU JUST NEED TO MAKE AN ACCOUNT, INSTALL THE-OH, HE JUST DROVE OVER TO YOUR HOUSE WITH A USB DRIVE? UH, COOL, THAT WORKS, TOO.

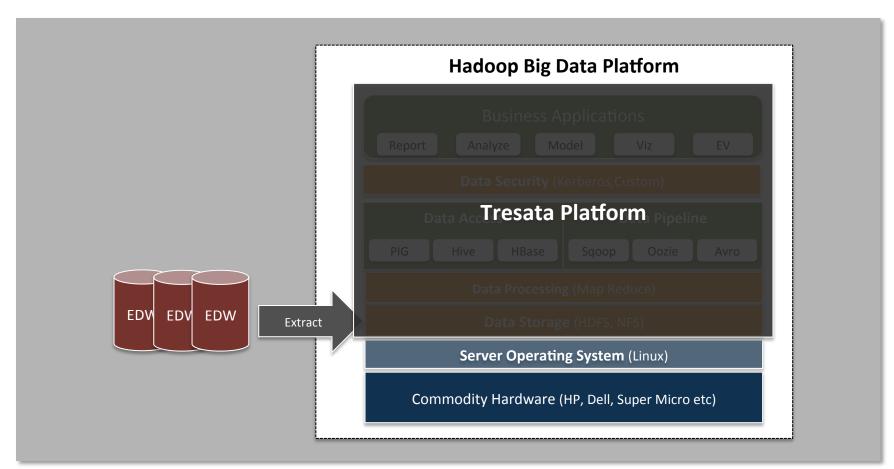
Courtesy the genius of xkcd



I LIKE HOW WE'VE HAD THE INTERNET FOR DECADES, YET "SENDING FILES" IS SOMETHING EARLY ADOPTERS ARE STILL FIGURING OUT HOW TO DO.



# build vs. buy

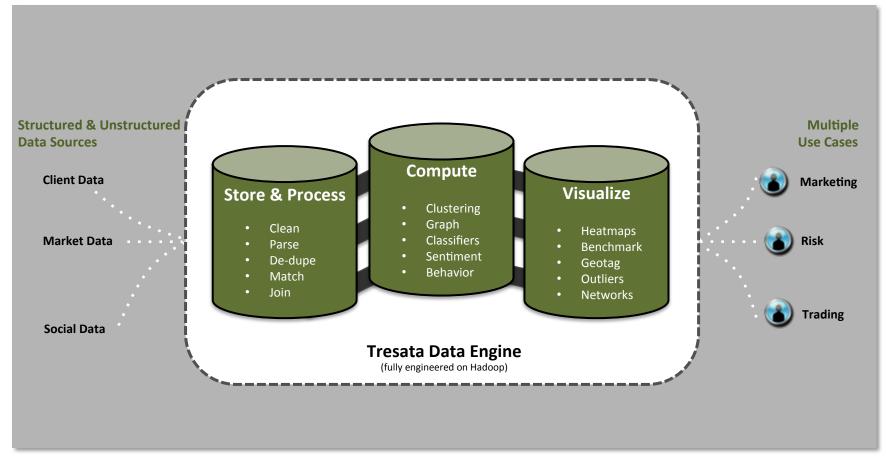


Source: Tresata Illustration 2012





## focus on use cases



Source: Tresata Illustration 2012





## how hortonworks can help

### Training and Certification

– www.hortonworks.com/training/

#### Hortonworks Data Platform and Support

- www.hortonworks.com/hortonworksdataplatform/
- www.hortonworks.com/technology/techpreview/
- www.hortonworks.com/support/

#### Educational Webinars

www.hortonworks.com/webinars/



