

Maximizing the power of SAS[®] Analytics and Hortonworks on Intel architecture

The challenge of transforming big data into insights

As the amount of data available to businesses continues to grow, its value also grows – but only if you can quickly discover the relationships, opportunities and risks in that raw data by converting it into meaningful insights. After you understand the data and build analytical models, you have to deploy it in the enterprise by making those insights available to decision makers. To do all that, you need a scalable, reliable and powerful solution that can support fast, in-depth data analytics.

SAS and Hortonworks can help. SAS technologies, powered by Intel, work with Hortonworks Data Platform to provide an integrated solution for data analytics. This solution reduces time spent on data preparation and model development to speed time-to-insight, so your data can reliably inform and improve your business' decision-making processes.

The benefits of Apache Hadoop processing with SAS[®] and Hortonworks

Many organizations are moving to Hadoop for data storage and processing – and for good reason. Distributed solutions using Hadoop can more efficiently store, process, manage and analyze large volumes of data by using hardware configurations based on the Intel[®] Xeon[®] processors E7 v3 family and Intel[®] SSDs. These solutions are easily scalable and highly available, with data stored optimally across all cluster nodes.

Traditional analytical solutions constantly move data from disk to compute nodes and back during processing. This incurs costs in time, resources and bandwidth – and the larger the data sets, the higher the costs. The SAS and Hortonworks solution takes the opposite approach: It applies SAS directly within the Hadoop cluster, utilizing an in-memory analytics architecture and SAS Embedded Process, reducing data movement and boosting speed. By combining SAS with Hortonworks, you can have a faster, more efficient and less costly data storage and processing infrastructure.

Fast, scalable and reliable: A SAS[®] and Hortonworks solution for big data analytics

In a big data era, enterprises' ability to utilize diverse data will become more and more critical. That could mean running real-time analytics at the site of data generation, creating self-service business intelligence reports, visualizing data in new ways to discover new trends, developing and refining analytical models interactively, and much more. But to effectively use your data in these ways, you need a strong, stable analytics infrastructure.

The SAS and Hortonworks solution fully integrates to store, manage and analyze data without disrupting your existing systems, working in combination with other enterprise data warehouses as needed. It allows you to analyze data in any format, at any scale, and reduces the time required for data preparation, model development and model deployment.

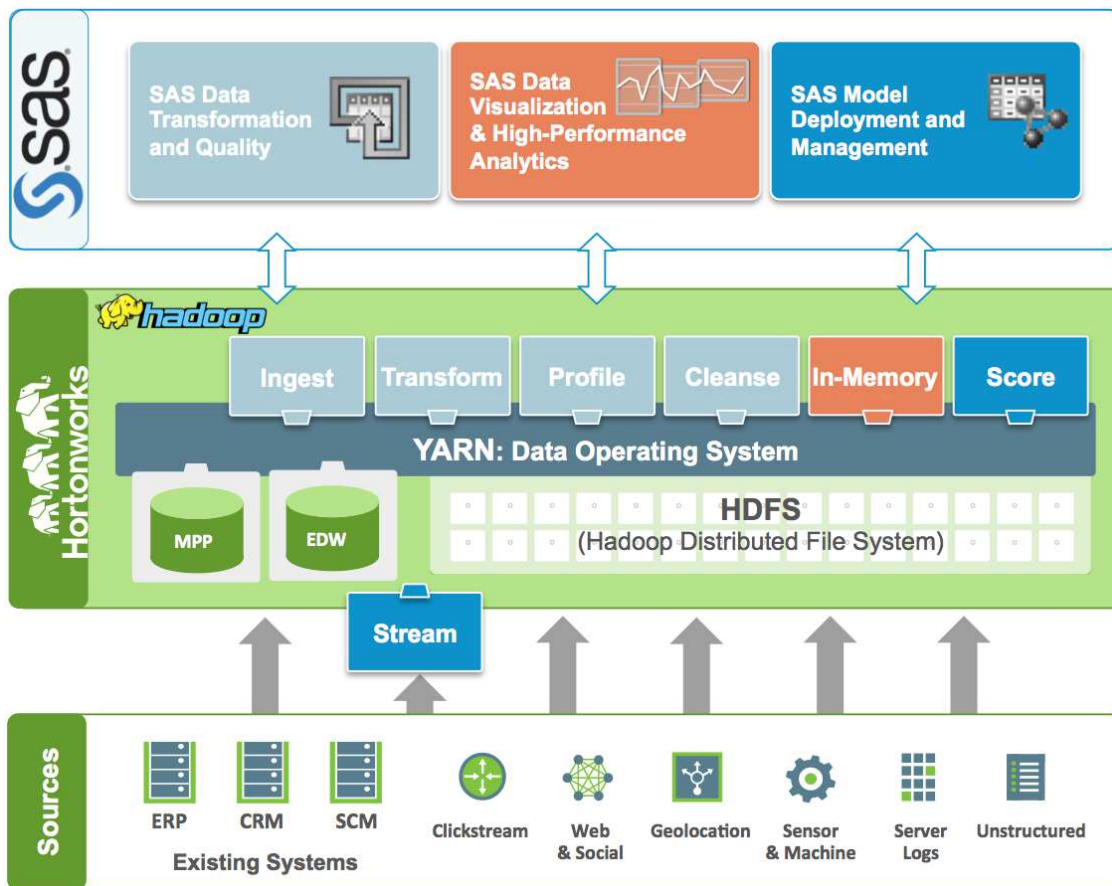
Why Hortonworks?

Hortonworks, the only 100% open-source data management platform for Hadoop, enables you to store all types of data for analytic discovery. It has no proprietary add-ons or extensions and offers comprehensive coverage of your governance and security. It reduces data movement, centralizes management and offers easier access to your data.

Designed for enterprises, it allows you to fully integrate Hadoop with your current data center while leaving room for innovation. After years of partnership with technology leaders across the globe, Hortonworks understands your complex business and IT needs and can fit within your infrastructure. Whether you need it to run on-site or in the cloud, it is fundamentally flexible and versatile.

Hortonworks gives you the ability to gather new insights for your business from previously inaccessible data. With Hortonworks, you can move past common limitations on data size and type and access all the value in your data – even that which was previously unavailable to you. That also means that you have options for new types of analytics, all at faster speeds.

Hortonworks integrates with SAS and your existing hardware to offer you unprecedented access to your data and increase the value of your data to the enterprise.



The SAS and Hortonworks solution is built to enterprise standards. It augments your infrastructure, meeting your data governance, security and accessibility requirements. It is reliable and scalable, offering options to utilize a variety of the latest machine learning techniques and conduct more frequent analytical model iterations as your business demands change.

With these advantages, you can build an efficient analytics lab specifically suited to your organization that delivers the fast and accurate insights you need. Simultaneously, IT and business can collaborate to incorporate analytics into your operational processes, thereby gaining timely, relevant value from your data.

About SAS, Intel and Hortonworks

SAS is the leader in business analytics software and services, and the largest independent

vendor in the business intelligence market. Through innovative solutions, SAS helps customers at more than 75,000 sites improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW®.

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at intel.com.

Hortonworks develops, distributes and supports the only 100% open source Apache Hadoop data platform. Our team comprises the largest contingent of builders and architects within the Hadoop ecosystem who represent and lead the broader enterprise requirements within these communities. The Hortonworks Data Platform provides an open

platform that deeply integrates with existing IT investments and upon which enterprises can build and deploy Hadoop-based applications. Hortonworks has deep relationships with the key strategic data center partners that enable our customers to unlock the broadest opportunities from Hadoop. For more information, visit www.hortonworks.com.

Learn more

To learn more about how SAS and Hortonworks can help you maximize the value of your data, contact your representative or visit sas.com/hortonworks.



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