Hortonworks

Making Sense of Big Data with Business Analytics
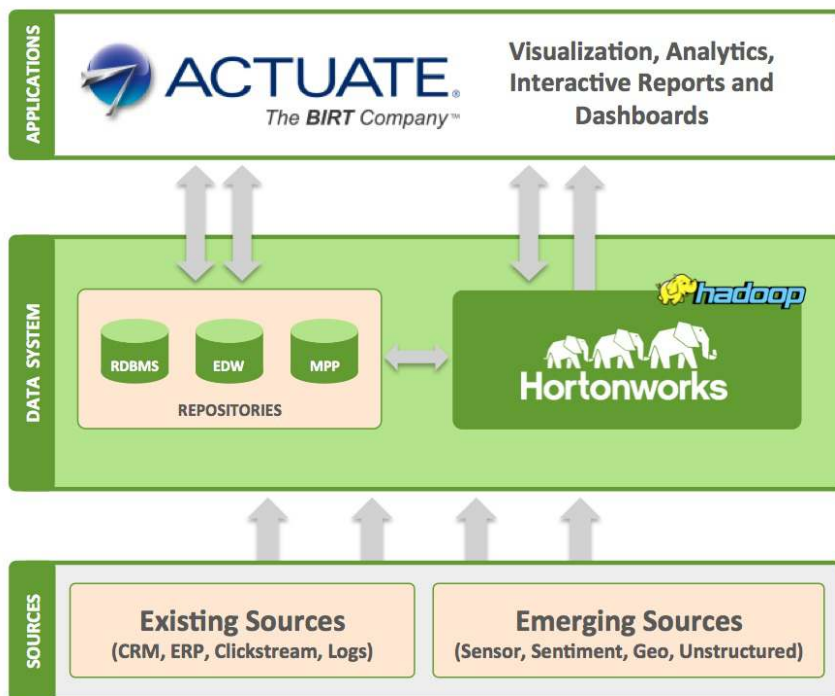
ACTUATE
The BIRT Company

Big Data is a key ingredient in today's business environment, but just as imperative is being able to harness that data in a cost-effective way, so that it's useable and useful for your organization. With more than 2.3 billion gigabytes of data generated daily, companies need to be able to weed through available content to find the information that's important to them. Whether you're looking at customer preferences or the latest figures from the financial markets, you have to be able to organize, visualize, and operationalize raw information.

Combining a Big Data application such as Apache Hadoop with the right Business Analytics technology allows you to offer information in a useable and cost-effective format, all while saving money that would otherwise be spent on data mining. A scalable infrastructure, as well as intuitive data visualization capabilities, can more effectively operationalize Big Data for thousands of customers, partners and employees. In fact, doing so can often mean the difference between success and failure.

Actuate Corporation, The BIRT Company™ partners with Hortonworks to enable businesses to visualize Big Data.

Features & Benefits of Combined Solution

- **Manage large volumes of structured and unstructured data**

- **Assemble data sets into customizable BIRT-based dashboards and scorecards for interactive visualization and analysis**

- **Operationalize raw data for advanced analytics**

Actuate and the Modern Data Architecture

Actuate's BIRT and BIRT iHub integrated product suite—built around BIRT—uses native access Hive query to leverage MapReduce functions to extract data from Hortonworks Data Platform, pulling those data sets into customizable BIRT-based dashboards and scorecards for interactive visualization and analysis.

What Business Challenges are Solved?

Visualization of data

Actuate enables Data Visualization and Distribution for better decision-making from traditional data and Big Data on any web or mobile device. Actuate's BIRT-based product suite offers analytics, dashboards, ad-hoc query, interactive mobile and web content, brochure reporting, and spreadsheet analysis. Applications built with the help of Actuate and the Hortonworks Data Platform can deliver business and consumer insights to more people; ensuring that organizations are able make the Big Data accessible to the entire organization.

Actuate - a Hortonworks Technology Partner

Actuate is a leading provider of software solutions, and the founder and co-leader of the Eclipse BIRT (Business Intelligence and Reporting Tools) open source project. Created by Actuate engineers as a top-level Eclipse project, BIRT is the world's most widely adopted open source BI software, used by over two million developers worldwide.

For additional questions, contact:

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Industry Successes

Actuate delivers BIRT-based solutions in a diverse range of business areas including financial services, technology and the government across a diverse range of industries. Customers use BIRT to overcome the complexities of integrating data from multiple internal and external systems through a seamless and personalized online user experience.

"The ability to report directly from Hadoop is the most important thing we have achieved to date and our activities are continually evolving. Actuate has made what appeared to be large-scale and difficult problem an easy one to solve."

– Consumer Products Head of European Telecommunications Group

"Actuate's collaboration with Hortonworks will ease the transition from Big Data hype to Big Data usefulness. We believe the key to success with Big Data lies in building the right infrastructure to manage it. Teaming with Hortonworks will further our goal of helping organizations figure out how best to leverage and integrate Big Data sources to enable better decision making,"

- Nobby Akiha, Senior Vice President of Marketing at Actuate.

About Hortonworks
Hortonworks develops, distributes and supports the only 100-perecent open source distribution of Apache Hadoop explicitly architected, built and tested for enterprise-grade deployments.

Hortonworks

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