

EDW Optimization with Hortonworks Data Platform and Attunity Visibility



"We use Visibility to intelligently identify what data and workloads we could offload from our EDW to Hortonworks HDP, which we now do every 3 months, saving over \$250,000 in infrastructure quarterly."

VP of Data and Analytics, Major Online Travel Site



Optimize the Enterprise Data Warehouse

The explosion of new types of data in recent years has put organizations under increased pressure to modernize their current infrastructure with new platforms. As a result, enterprises are looking to free their data warehouse from historical data and workloads of unknown value, and instead, leverage it for operations that help them differentiate their business.

This is done by offloading resource-intensive workloads and archiving infrequently used data to a more economical platform like Hadoop. The challenge here is that often times, organizations lack insight into how their applications are using data so they are unable to identify the best options for offloading.

Attunity Visibility is the only solution that provides detailed insight into business activity, data usage and resource consumption across platforms for organizations that want to rebalance workloads to the right platform.

Working together, Hortonworks and Attunity solutions free up valuable data warehouse processing and storage resources so that you can optimize your data systems and turn your data into actionable information that makes your business more competitive.

Using Attunity Visibility, you can:

Discover Data for Offload

Uncover unused and infrequently used data that can be offloaded or archived to Hadoop to achieve significant cost savings and optimize your EDW data footprint. Ensure regulatory compliance with cost-effective data retention.

Identify Workloads to Rebalance

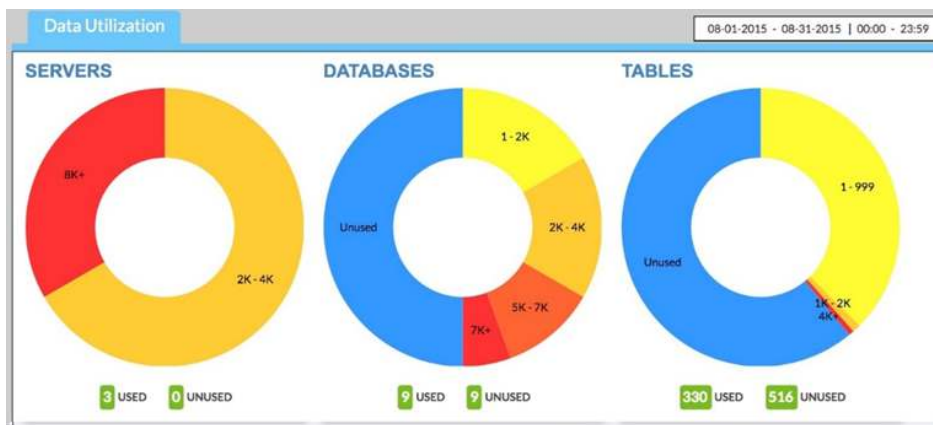
Identify resource-intensive processing and transformations that can be transitioned to Hadoop to improve system performance.

Perform Cross-Platform EDW Analysis

Get one view from a single console across multiple EDW platforms including Teradata, Exadata, DB2, Netezza and HDP to unify analytics.

Attunity Visibility provides:

- Mapping of users and application activity to data usage and data warehouse performance
- Continuous collection, storage and analysis of all queries and applications against data warehouses
- Correlation with data usage and workload performance metrics in a centralized repository for the entire data warehousing environment

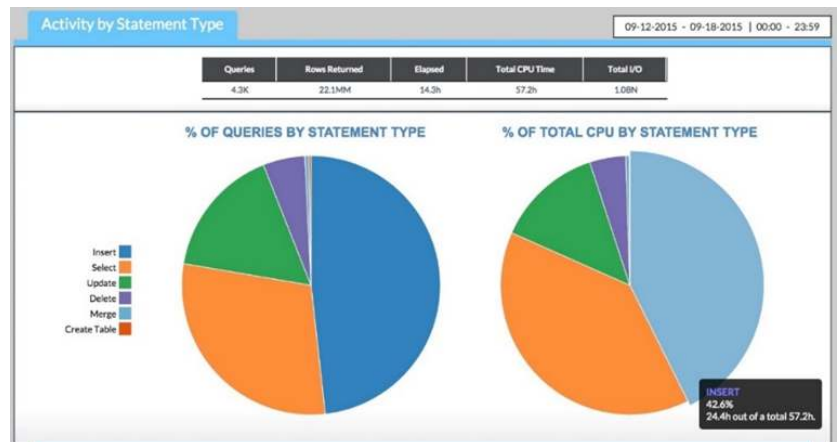


ATTUNITY IN THE MODERN DATA ARCHITECTURE

Right Data. Right Place. Right Time.

If enterprise data management and optimization is top of mind for your organization, it may be time to take a closer look at Attunity Visibility. With Attunity Visibility, it's possible to take a proactive approach to IT architecture and improve performance.

With insight into how your business is using data, you will have the metrics and information needed to manage systems in intelligent, cost-effective ways. Simply put, having access to data usage analytics is key to maximizing the value of your data.



ATTUNITY HAS EARNED PRODUCT INTEGRATION CERTIFICATION

The Product Integration Certification is designed to validate solutions with Hortonworks Connected Data Platforms, HDP and HDF. Hortonworks reviews and certifies technologies for architectural best practices, validated against a comprehensive suite of integration test cases, benchmarked for scale under varied workloads and comprehensively documented.



About Hortonworks

Hortonworks is a leading innovator at creating, distributing and supporting enterprise-ready open data platforms. Our mission is to manage the world's data. We have a single-minded focus on driving innovation in open source communities such as Apache Hadoop, NiFi and Spark. Our open connected Data Platforms power Modern Data Applications that deliver actionable intelligence from all data: data-in-motion and data-at-rest. Along with our partners, we provide the expertise, training and services that allow customers to unlock the transformational value of data across any line of business. We are Powering the Future of Data™.

Contact

Hortonworks
+1 408 675-0983
+1 855 8-HORTON
INTL: +44 (0) 20 3826 1405
www.hortonworks.com

Attunity
US: +1 866 288-8648
EMEA: +44 (0) 1932 895024
APAC: + (852) 2756 9233
www.attunity.com/hortonworks

