



Partner Brief

# Talend Big Data Integration with Hortonworks Data Platform

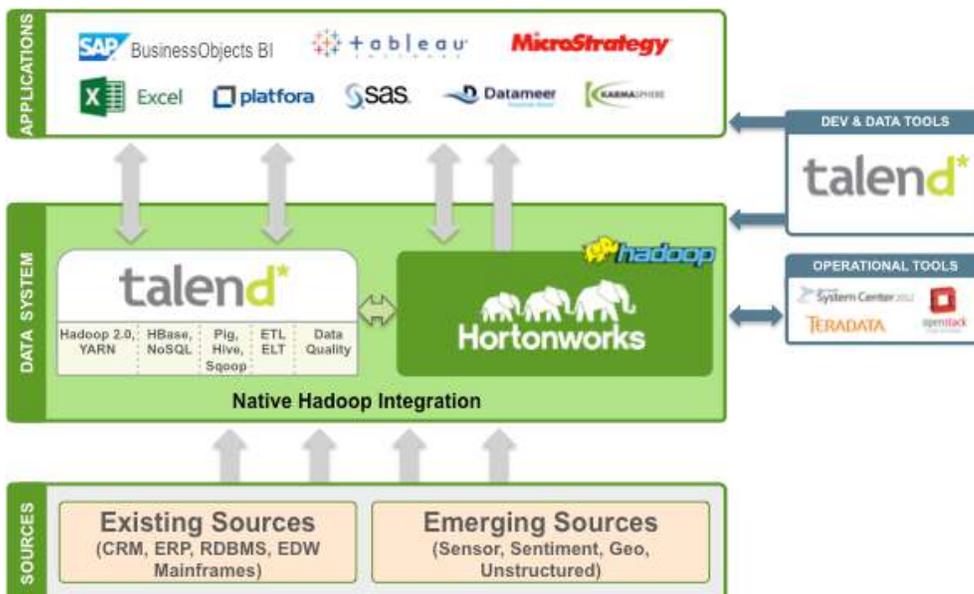


To address the demands of the growing digital universe, Hortonworks has partnered with Talend to bring an open source integration tool for easily connecting Apache Hadoop to hundreds of data systems without having to write code. Talend Open Studio for Big Data is a powerful and versatile open

source solution for big data integration that natively supports Apache Hadoop, including connectors for Hadoop Distributed File System (HDFS), MapReduce 2.0 (YARN), HCatalog, HBase, Pig, Sqoop, Oozie and Hive.

By leveraging Apache Hadoop's MapReduce architecture for highly distributed data processing, Talend Big Data generates native Hadoop code and runs data transformations directly inside Hadoop for maximum scalability. Its easy-to-use graphical development environment dramatically improves the efficiency of data integration job design. With Talend, you can quickly load, extract, transform and process large and diverse data sets from disparate systems. Support is provided for simple transformations, advanced transformations such as slowly changing dimensions, and custom transformations. Talend Big Data is the only solution to natively run data quality rules on Hadoop at infinite scale to parse, cleanse and match all of your data.

## Talend in the Modern Data Architecture



## Features & Benefits of Combined Solution

- Easily connect to +450 data sources and applications including big data and NoSQL.
- Support for ETL and ELT, real-time delivery, and event-driven delivery (trigger or changed data).
- YARN and Hadoop 2 (HDP 2) support for better resource optimization.
- Talend code generation for better scalability and portability.
- Visually optimize MapReduce jobs before production for faster development.
- A large collaborative community for support.
- Software created through open standards and development processes eliminates vendor lock-in.

*Talend simplifies the movement of data between Apache Hadoop and enterprise data systems*

## What Business Challenges are Solved?

Together, Talend and Hortonworks can help you quickly pursue many big data opportunities. Below are just a few.

### Sentiment Analysis

Whether looking for broad economic indicators, specific market indicators, or sentiments concerning a specific company or its stocks, there is a trove of data to be harvested here, available from traditional as well as new media (including social media) sources.

### Predictive Analytics

Correlations, back-testing strategies, and probability calculations using Monte Carlo simulations are relevant both for strategy development and risk management.

### Fraud Detection

Correlating data from multiple, unrelated sources has the potential to catch fraudulent activities earlier than current methods. Consider for instance the potential of correlating Point-of-Sale data with web behavior analysis other financial data.

### Risk Management

As many industries move closer to continuous risk management, broader calculations such as the aggregation of counter-party exposure or VAR also fall within the realm of big data.

## Talend is a Certified Technology Partner

Talend is a Certified Technology Partner on Hortonworks Data Platform (HDP). The Hortonworks Certified Technology Program 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.

## For additional questions, contact:



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## Data Warehouse Optimization

To reduce operational costs and improve data warehouse performance, firms are optimizing how they use and archive data, e.g. infrequently used data and aged data can be offloaded to less expensive Hadoop systems for storage and still be quickly retrieved for analysis.

With Talend and Hortonworks, the process of moving data between traditional data sources, Hadoop and enterprise data warehouses is greatly simplified, so firms can store more data while keeping costs flat.

**“Our strategic partnership with Hortonworks greatly simplifies the process of integrating Apache Hadoop into existing data architectures so that organizations can maximize the value of data flowing throughout their organizations.”**

**- Bertrand Diard,  
Chief Strategy Officer and  
Co-Founder of Talend**

### About Hortonworks

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



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