



Partner Brief

In-Memory Analytical Platform



The Kognitio Analytical Platform is an in-memory, Massively Parallel Processing (MPP) relational database management system (RDBMS) that is optimized for analytical workloads. The MPP architecture allows arrays of low cost, industry standard servers – the same hardware platform as

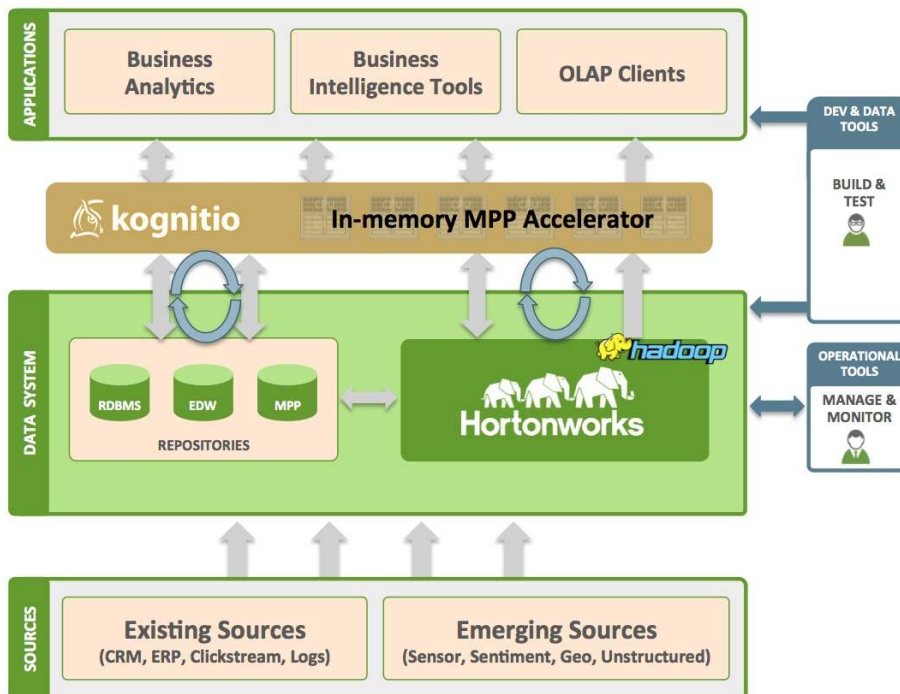
Apache Hadoop – to be combined into a single, powerful analytical engine with vast processing power. Keeping all the data of interest in-memory, Kognitio can efficiently utilize every single core of every single processor, on every server, enabling it to answer individual and bundled queries quickly to support “train of thought” processing.

The ability for the Kognitio Platform to tightly integrate with Hortonworks Data Platform and interoperate with all layers of data persistence in an ‘Information Anywhere’ approach makes it a required component a mainstream Big Data environment.

With Hortonworks Data Platform providing the capability to ingest and store huge data volumes, it sits at the hub of an analytical architecture with Kognitio acting as a high performance analytic spoke. Data feeds from operational systems flow into Hortonworks Data Platform, where all the data preparation steps would take place. Datasets for analysis would be made visible to Kognitio as external tables. Tight integration of the technologies ensures that the user can bring the data they need directly into memory at very high speed providing the perfect environment for interactive analysis.

Features & Benefits of Combined Solution

- **Integration with Hortonworks Data Platform to enable an information anywhere approach to Big Data**
- **Extend existing applications, business intelligence and data warehouse investments**
- **Modernize data architecture for analytics on disparate, growing data ecosystems**
- **Go beyond NoSQL capabilities with industry-standard SQL and MDX interfaces that leverage existing skills and complement current technology steps with no new training**

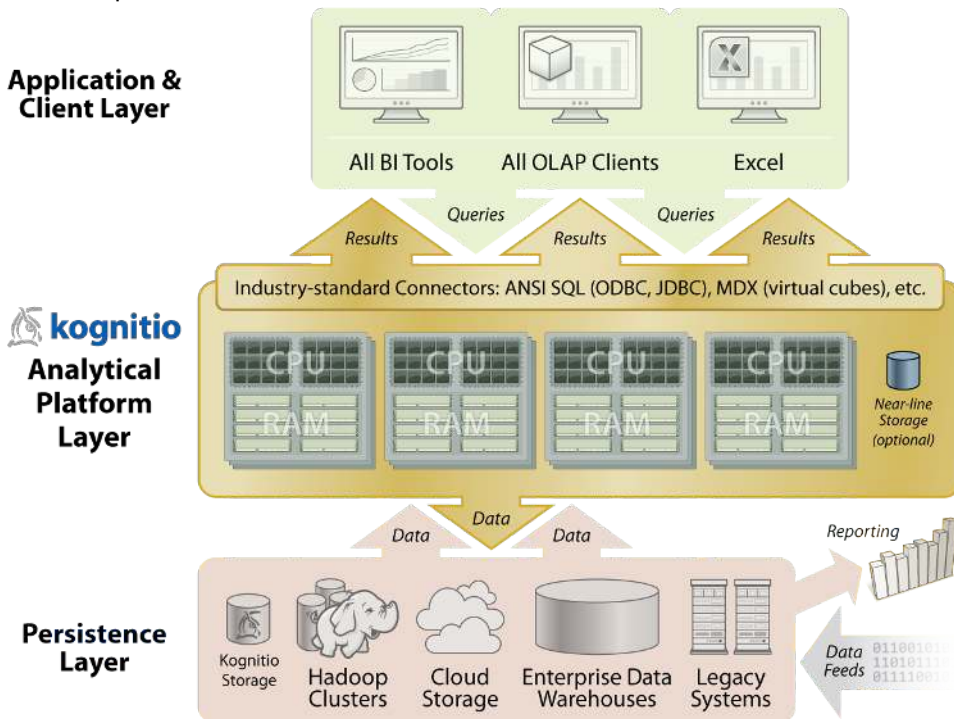


The Kognitio Analytical Platform and Hortonworks Data Platform in the Modern Data Architecture

Best of Breed: The Right Tool for the Job

Hortonworks develops, distributes and supports Enterprise Apache Hadoop. Hortonworks and Kognitio have worked together to deliver a solution that extends the value of Hadoop into mature business intelligence environments, effectively bridging the gaps between Big Data and Business Intelligence to drive business value.

This enables the convergence of Hadoop, Big Data Analytics and Cloud Computing by harmonizing data persistence multiple, heterogeneous enterprise data systems and analysis into a cohesive platform that complements and extends existing technology investments – as opposed to reinventing them. The end result enables companies to perform in-depth analytics on vast amounts of Big Data in far less time and at less cost than previously required, bridges the gap between the business language of SQL and the limitless processing power of Hadoop.



"Simply put, Hortonworks gets it. Hortonworks understands the need companies have to analyze all of their data and they know how Apache Hadoop can help them achieve the goal of maximizing the value of data flowing throughout their organizations."

"The combination of Kognitio and Hortonworks will pay significant dividends to both companies and our clients as we move forward. As an analytical accelerator, Kognitio is the perfect complement to Hadoop clusters, as it leverages the same parallel processing on industry-standard Linux servers. This makes Hadoop more readily accessible, as everyday business users can use the BI tools and standard interfaces with which they are accustomed, to perform analytics on more data, more quickly than ever before."

-- Roger Gaskell, Chief Technology Officer, Kognitio

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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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