Simba Powers Hortonworks with Enterprise Grade ODBC Driver

Hortonworks develops, distributes and supports the only 100% Open Source distribution of Apache Hadoop.

Simba Product:

Simba Apache Hive ODBC Driver with SQL Connector

Key Requirements:

Connecting from standard BI tools like Microsoft Excel, SAP Business Objects Crystal Reports, and Tableau to large volumes of data in a distributed Hadoop system

About Hortonworks:

Hortonworks builds, distributes and support a 100% open source distribution of Apache Hadoop for the enterprise. Hortonworks commits more code to the Apache Hadoop project than any other organization in order to deliver enterprise requirements and new innovations.

About Simba:

Simba Technologies enables access and analytics to any data, anywhere, any time. As industry's recognized expert in real time, standards based connectivity (ODBC, JDBC, ADO.net and MDX), our solutions allow connectivity with BI, Analytics, Reporting Tools and other Applications. Leading companies worldwide have partnered with Simba to enable seamless connections.

> "With this connector, enterprises can get the most of their data—from storage to analysis—in one convenient place," said Shaun Connolly, VP Strategy, Hortonworks. "Making Apache Hadoop easy to use across the enterprise is our top priority, and the Simba Hive ODBC Driver broadens the accessibility of Hadoop by allowing business analysts and BI users to analyze Hadoop-based data with their favorite tools.
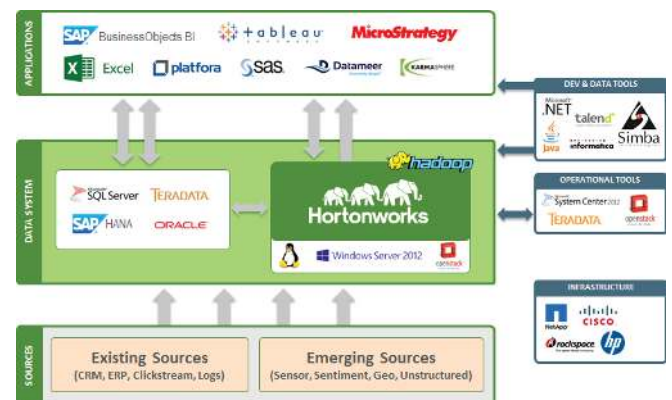>
> Shaun Connolly, VP Strategy, Hortonworks

The Challenge

Hortonworks has an Open Source Apache ODBC Driver for Hive embedded in their Hadoop distribution. While this driver was ODBC compliant, it did not work well with all BI tools. Also, Hortonworks had a customer who wanted an enterprise class solution that could support mission critical reporting and analytics. With the immature nature of the open source driver and the fact the open source driver did not support SQL, Hortonworks wanted to make sure that their customer needs are being met. Hortonworks recognized that the open source product was of was immature, single threaded and offered low performance for their customers. Hortonworks needed a fully supported, enterprise class ODBC solution with high performance and a stable connection for their customers to perform their data analysis.

The Solution

Simba's proven superior Apache Hive ODBC Driver with SQL connector was Hortonworks product of choice. The Simba solution is a fully supported product with better performance and greater stability for connections. Simba's Apache Hive ODBC Driver with SQL Connector was able to provide Hortonworks with an option that provided them with their best solution to meet their customer needs. The fact that Simba is a leader in the data connectivity space and was the first to have a commercial ODBC solution for Hive and Hadoop made Simba the obvious choice. Additionally, since Simba co-developed the ODBC specification with Microsoft and has long-term relationships with the major vendors in BI including Microsoft, SAP Business Objects, and Tableau, - all of which are also key Hortonworks partners - Hortonworks knew that the Simba ODBC driver would continue to be the industry choice for database drivers.

The Results

Hortonworks had a better, more robust ODBC driver to offer their customers. Under the Simba License, the high performance ODBC connector allows off the shelf Business Intelligence applications like Excel and Tableau to connect to Hive for reporting purposes. With Simba's flexible licensing system, Hortonworks was able to brand the ODBC driver as a part of their distribution.