Hortonworks

Big Data Analytics Solution for the Data-Driven Enterprise

platfora®

"Platfora not only **accelerates our results** – some analytics tasks which **once took weeks can now be completed in 20 minutes** – it allows us to do things which **before were simply not possible**. Instant access to all available data puts vital information into the hands of our **business decision makers** and enables us to bring **unprecedented value to our customers**."

Dr. Karl Geiger
Innovation, Data and Tools
TUI Travel PLC

Put big data directly in your users' hands with Platfora.

Big Data Analytics is transforming how businesses unlock insights, make more meaningful decisions, and produce better outcomes—across multiple industries and for specialized roles within organizations.

Platfora is the full-stack software platform to run natively on the Hortonworks Data Platform (HDP), giving analysts the ability to unlock insights, make more meaningful decisions, and produce better outcomes.

With Platfora, you can give your organization the ability to pull actionable insights from any kind of data, on-premise or in the cloud. New analysis, even with new data, can be done in hours instead of months – and without additional data warehouse costs or six-month development queues.

As the #1 native Big Data Analytics platform for Hadoop, Platfora is purpose-built to put big data directly into the hands of your business users. Platfora has solutions for customer analytics, network security analysts, and the Internet of Things.

Platfora Big Data Analytics

The Only Complete Solution

Platfora is the full-stack software platform to run natively on Hadoop and provide raw data preparation, in-memory acceleration, and rich visualizations to better share insights.
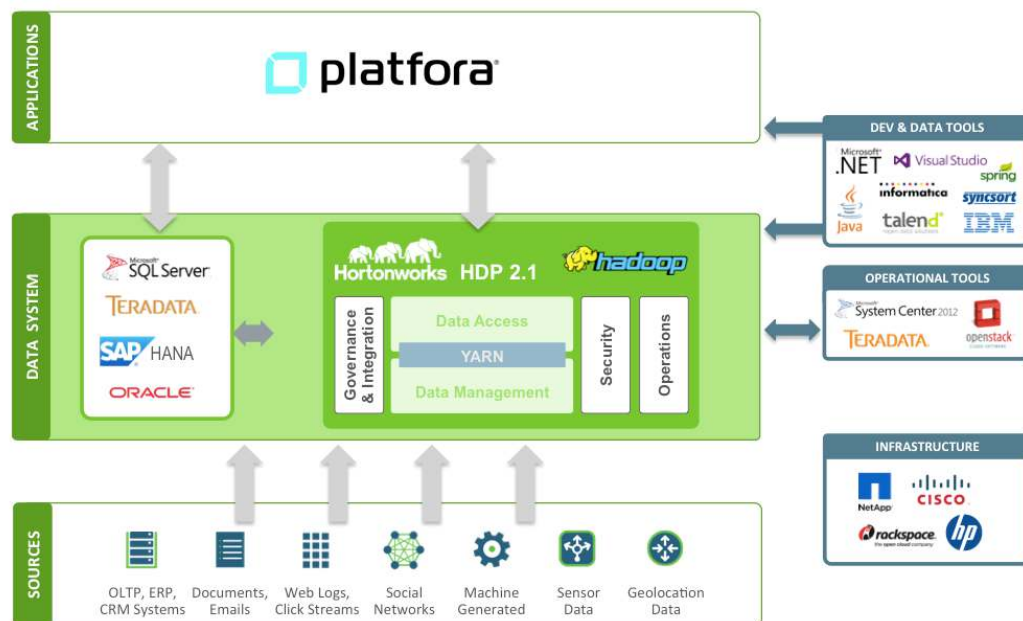
Work with 100% of your data

See and work with 100% of your data—not just a subset—no matter its volume, variety, or velocity. Platfora allows you to dig into all the multi-structured data that's at your disposal – transactions, customer interactions, and machine data, so you can see patterns between events, actions, behaviors, results, and time.

Insights in Hours, not Months

Get actionable insights into your organization's most important issues in hours, not weeks or months.

Platfora in the Modern Data Architecture

Features & Benefits of Platfora & Hortonworks

- Full-stack platform runs natively on HDP for raw data preparation, in-memory acceleration, and rich visualizations

- Built for multi-structured data, including log files, delimited, JSON, and more

- No coding required. Programmatic query access allows data scientists to use SQL to query in-memory data objects, optimizing predictive analytics with accurate, clean data sets.

How Platfora Works

Platfora allows business analysts to interactively analyze the mass of data that is stored in their HDP environment. Platfora users first select a subset of their data in HDP to be brought into a Lens. A Lens is an in-memory accelerated data mart in Platfora that is optimized for fast querying and analysis. Once the data is in a lens, it can be interactively queried using Vizboards, Platfora's drag-and-drop visualization interface.

Lens data is stored and queried on a separate Platfora cluster, so it does not interfere with any of the processes on HDP. Vizboards is built 100% on HTML5 and can render millions of points in a standard web browser- no desktop client required.

Platfora is a Certified Technology Partner

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.

Hortonworks. We do Hadoop.

Hortonworks is a leading commercial vendor of Apache Hadoop, the open source platform for storing, managing and analyzing Big Data. Hortonworks Data Platform, our distribution of Apache Hadoop, provides an open and stable foundation for enterprises and a growing ecosystem to build and deploy Big Data solutions.

Hortonworks is the trusted source for information on Hadoop, and together with the Apache community, Hortonworks is making Hadoop an enterprise data platform. Hortonworks provides unmatched technical support, training and certification programs for enterprises, systems integrators and technology vendors.

For additional questions, contact:

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