



# RedPoint Data Management™ For Hadoop®

## RedPoint

*"RedPoint brings years of data processing optimization experience into Hortonworks' enterprise-class Hadoop environment. And RedPoint is a pure YARN application, which frees users from MapReduce coding – a major obstacle to Hadoop success. Together, RedPoint and Hortonworks make Big Data initiatives more practical, cost-effective, and valuable than ever before."*

**Dale Renner**

Chief Executive Officer  
RedPoint Global



Partner Brief

RedPoint Data Management™ For Hadoop® brings mature, best-in-class data quality and data integration capabilities to Hadoop, and eliminates key obstacles to maximizing the business value of Big Data.

Fully certified on the Hortonworks Data Platform, Redpoint delivers comprehensive, top-rated data management capabilities entirely within Hadoop, including ELT, ETL, cleansing, matching, de-duping, merging/ purging, householding, parsing, partitioning, appending, address standardization, master key creation/maintenance, automation, monitoring, notification, and more. RedPoint's capabilities have earned #1 ratings in user surveys for ease-of-use, processing speed, match quality, and customer data. All of RedPoint's functions are available for Hadoop, not just a subset

You can't trust your Big Data answers if you can't trust your data. With RedPoint's pure YARN application, all facets of ensuring data quality become simpler. Your users need *absolutely no* MapReduce or Java programming skills: they create jobs through RedPoint's graphical interface, and RedPoint executes them through YARN directly in your Hadoop cluster. RedPoint generates no MapReduce code that must be optimized or maintained; even Pig and Hive become unnecessary. Your current DBAs and analysts can start working on Hadoop projects *immediately* -- and drive business value *fast*.

By localizing data management processing within your Hadoop cluster, RedPoint can deliver outstanding performance. Moreover, since your data never has to leave Hadoop, you save time, cut processing costs, and eliminate complexity.

### More Value From Big Data – *Faster*

#### Comprehensive, Best-in-Class Data Management/Quality

You can't trust Big Data answers if you can't trust your data. RedPoint's top-rated data management and quality capabilities are mature, reliable, and have been proven repeatedly in even the most complex environments. RedPoint Data Management For Hadoop® brings them *all* to Hadoop, not just a subset.

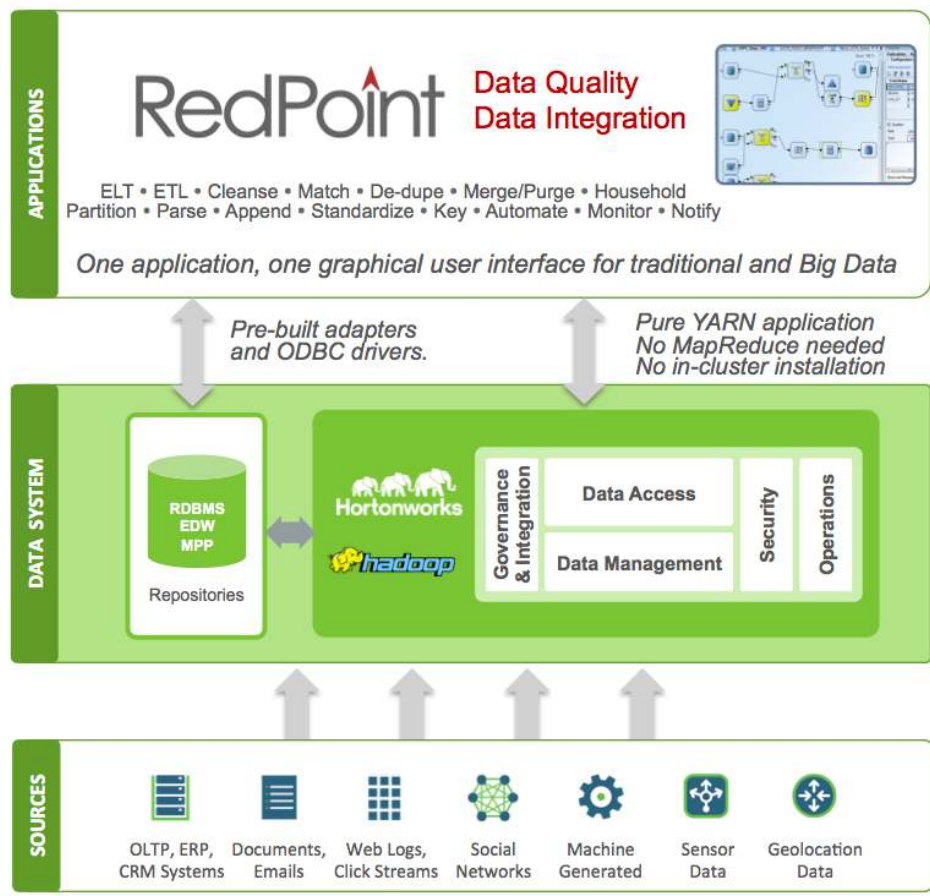
#### Get Results Faster and Easier: No MapReduce Skills or Code

Stop searching for costly, hard-to-find MapReduce expertise! With RedPoint, your current data professionals can perform all data management tasks using our intuitive graphical interface. Nobody has to write or maintain MapReduce code.

#### Pure YARN: Higher Performance, Without the Complexity

RedPoint runs entirely within your Hadoop 2.0 cluster, relying on its built-in YARN infrastructure, respecting its task prioritization, and with a zero-footprint installation. That means superior performance -- with far less complexity.

# RedPoint in the Modern Data Architecture



## Features and Benefits of Combined Solution

RedPoint & Hortonworks Together:  
Better Results, More Easily, at  
Lower Cost

- Accelerate Hadoop adoption
- Eliminate the need for scarce MapReduce expertise
- Empower existing data professionals to quickly get results with Hadoop
- Fully leverage the high-performance YARN infrastructure built into Hortonworks Data Platform
- Handle data management and quality tasks within Hadoop: no costly, time-consuming exports or redundant data stores
- Manage Hadoop and traditional data repositories with the same best-in-class application and a single install
- Leverage capabilities proven to deliver enterprise-quality data quality and governance in the most complex environments

RedPoint integrates seamlessly with HDP in any Enterprise Hadoop environment

Make the most of Hadoop, with RedPoint's mature, best-in-class data management and quality capabilities

## RedPoint Global 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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