



## RedPoint Data Management™ Meets the Challenge of Hadoop™

Big Data holds huge promise for marketers. But realizing that promise is often a challenge. One of the most popular technologies that poses such challenge is Hadoop™.

A dominant architecture in the Big Data ecosystem, Hadoop holds a rich trove of customer data for marketers: tweets, telemetry, social graph scans, Facebook comments, blogs, geo coordinates, mobile app activity, and more.

But without specially-skilled programmers to tap into this source of unstructured data in a timely way, Hadoop's promise for marketers goes largely unfulfilled. Without familiar and easy-to-use tools it is difficult, if not impossible, for organizations to access this data in an efficient way.

**Until now.**

RedPoint is bringing its top-ranked data management tools to the new Hadoop 2.0 YARN platform.

For the first time, even traditional database analysts (DBAs) and business analysts without specialized programming skills can gain access to – and manipulate – data directly within the Hadoop cluster.

Organizations that want to realize the promised business value of Hadoop and Big Data now can.

RANKED  
#1

According to  
Gartner in:

- Customer or Party Data
- Processing Speed
- Match Quality
- Ease of Use

The power to make  
your data the biggest  
marketing asset your  
organization has

## Meeting Another Challenge: Mapping Structured and Unstructured Data

Marketers who see the value in a 360 degree view of their customers understand the value of combining the unstructured data available in Hadoop to internal databases of customer records, prospect lists, surveys, warranty cards, subscriptions, transactions, demographics, and product information. Without the tools to do so, this has been an untapped resource.

The RedPoint Data Management tools for Hadoop will enable companies to access this structured and unstructured data, allowing them to solve problems like identity resolution and more precisely engage with customers across multiple channels.

## RedPoint Data Management on Hadoop features:

- **Ease-of-use:** A simple graphical design helps alleviate marketing dependence on IT.
- **Robust toolset:** Parsing, standardization, master data management, list management, analytics, and modeling – operating in a fast environment.
- **Scalability:** Ability to gain greater insight from massive amounts of structured and unstructured data more efficiently than ever before.
- **Locality:** Analytics processing inside the Hadoop environment, making it faster than traditional techniques.
- **Flexibility:** Handles more data formats, enabling analysis of data from disparate sources, including social media.

## RedPoint Data Management™



Familiar user metaphor and functionality applied to Hadoop data



**Easiest interface in the world**



High speed, in-memory processing of vast amounts of data – structured & unstructured



**Fastest processing; inside architecture**



Unparalleled ability to resolve identities from fragments of data and create linkages across all data domains  
(Physical, eCommerce, Mobile, Social)



**Highest match quality**



Designed for customer data



**Best platform for customer data**