

# Novetta Entity Analytics and HDP



Partner Brief for Oil and Gas



*"We are continually pushing the envelope of what is possible on Hadoop. For our Oil & Gas customers with global operations, we have taken on the more complicated yet mission critical need of Security Threat Assessment. Our unique matching and linking technology combined with our online data acquisition software is increasing efficiency and helping uncover unknown risks that would be missed. Through our partnership, global security organizations can jumpstart their ability to acquire, integrate, manage, and analyze data to improve the effectiveness and efficiency of their global threat and risk reporting."*

*Jim Cushman*

SVP

Commercial Division, Novetta

In order to make data-driven decisions about risks and threats to facilities, assets and employees, you need a complete, clear, global perspective. You need a solution to acquire, manage, integrate, analyze and explore your data more efficiently across a diverse set of data sources.

Novetta Entity Analytics allows Security Analysts to retrieve data from external web, subscription, and publically available sources and quickly cross reference that data with internal geo-location and security operations data to more efficiently, identify the unknowns that would be missed through manual processes, and provide value added insights through additional analytics and visualization. With its integrated data acquisition, integration, refinement, and analysis workflow, Novetta Entity Analytics is able to decompose and map attributes from a wide variety of data sources into models of a person, organization, location or event. Then, using advanced statistical techniques, Novetta Entity Analytics is able to determine whether two entities are the same or related. Oil and gas companies are then able to construct complete, integrated, and clear global profiles of suspicious individuals, terrorist and criminal threats. These profiles enable Security Analysts to provide rich, contextual reporting of the risks posed to its global operations.

## Entity Analytics Value

### Accelerate Analytical Reporting Insights

Accelerates operational insights by constructing complete profiles on individuals and organizations from external web, subscription and publicly available data. Correlates these profiles with global operations and location data to better analyze, monitor, and assess threats.

### Improve Business Decisions

Improves enterprise business decisions with an enhanced threat landscape.

Increases value of security reporting and analysis with automated retrieval of sources and past reporting and advanced, temporal, behavioral, and link analysis.

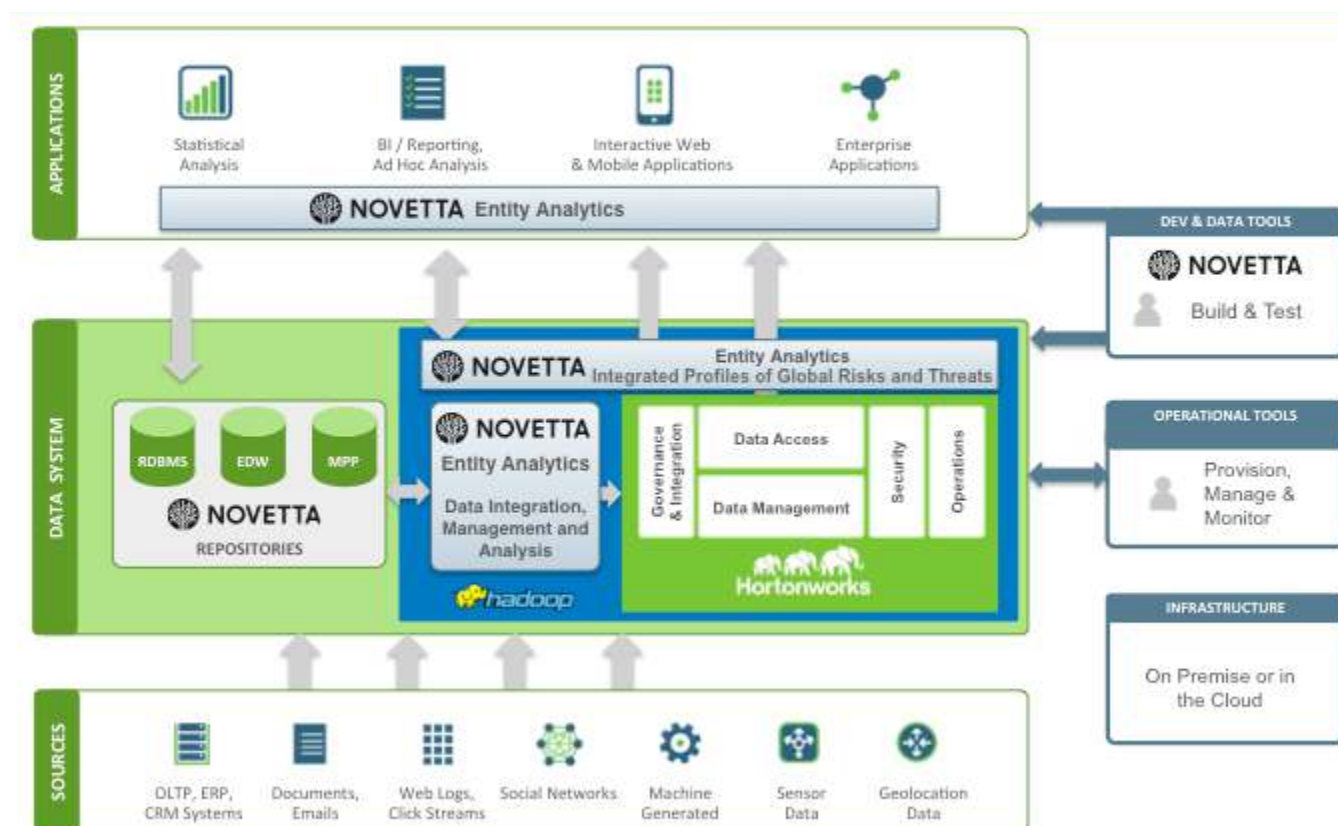
### Lowers Costs

Lowers costs with its proven track record of solving large complex data integration and management problems using a predictable, linearly scalable HDP platform.

Enables the use of greater volumes of internal, third party and external data at lower costs.

[www.hortonworks.com](http://www.hortonworks.com)

# Novetta in the Modern Data Architecture



## Novetta Entity Analytics and Hortonworks Data Platform

Novetta Entity Analytics runs natively within HDP leveraging Ambari, Knox, H-catalog, HIVE, Pig, Yarn, and HDFS and performs multi-source integration to form complete profiles of terrorists and criminal individuals, organizations and their networks enabling Security Analysts to analyze risk to global operations.

## Novetta Solutions is a Certified Technology Partner and YARN Ready

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. Novetta Identity Analytics is an application that has been certified as YARN Ready, and uses the resources of the customer's Hadoop system to process Hadoop data in-place, without interfering with other YARN Ready tools and applications.



## 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.

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