Hortonworks

IBM InfoSphere Big Match for Hadoop

Partner Brief

With the tremendous growth in the volume of customer data, generated either internally or externally, Apache Hadoop has emerged as the platform to land and perform analysis of the growing mountain of data. As enterprises execute on big data and analytics projects, they quickly run into a common challenge – how to accurately identify a customer to provide a complete customer profile for my analysis?

IBM InfoSphere Big Match helps organizations address the challenge of matching customer identities across unstructured and structured data in a Hadoop environment. Organizations can leverage sophisticated learning algorithms from IBM Big Match to identify and match customers across big volumes of data to drive deeper customer analytics and insight. Whether you need to use application data, public data, social data, unstructured data, or almost any data you can provide – IBM Big Match can derive customer identities to enable you to search, match and link complete customer profiles.

IBM InfoSphere Big Match for Hadoop, a technology partner with Hortonworks, uses statistical learning algorithms to provide a scalable solution to search, match and link customer data. This solution provides highly accurate and trusted entity resolution for Hadoop analytic initiatives. IBM Big Match algorithms are based on IBM Initiate technology and over 20 years of IBM experience identifying and matching customers for some of the largest commercial and government organizations.

What Business Challenges are Solved?

Extend Customer Profiles

Use information from unstructured documents, social media, email, public and other data sources to feed IBM Big Match learning algorithms to create a complete customer profile for engagement and analytics.
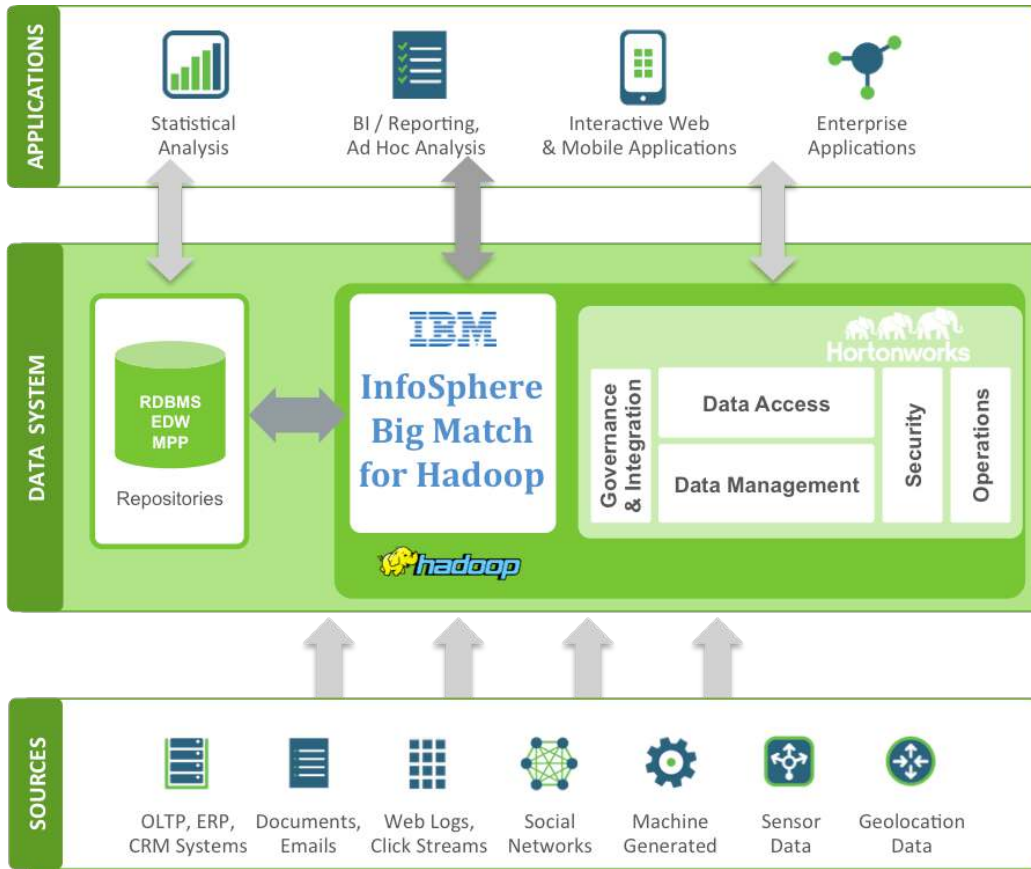
Know Your Prospects

Use all available information to capture a more complete profile of potential prospects. Have confidence that you are marketing to prospects and the capability to do prospect analysis without an impact to operating data or environments.

Bring Trust to Social Analytics

Validate social analytics or other person or organization driven analytics by using IBM Big Match to match trusted data to your social analytics to verify the results you get are consistent with facts you already know to be true.

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IBM Big Match in the Modern Data Architecture

IBM Big Match and HDP

IBM Big Match delivers a big data matching engine for organizations to accurately connect customer information with Hortonworks Data Platform.

- Match and link customer data within Hadoop.
- Deliver accuracy with proven IBM probabilistic matching technology with big data scalability.
- Utilize customer data from any source - application data, social data, third party data, public data.
- Allow your organization to perform sensitivity and what-if customer entity analysis to test different hypothesis against extremely large volumes of data.
- Know your prospects and build confidence in your prospect data without impacting operational data and environments.
- Accelerate analytics and customer insight projects with accurate customer entity resolution.

With IBM InfoSphere Big Match for Hadoop, you can match customer identities across data loaded in the Hortonworks Data Platform. Other applications can search and retrieve customer information from IBM Big Match using Java and REST-based APIs.

IBM InfoSphere Big Match 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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