Continued growth of data and adoption of Big Data technologies leads data management thinking to a new paradigm. Big Data technologies are new and there is a learning curve required.

Pitney Bowes brings ease of deployment of Big Data tools to your existing enterprise infrastructure, applications and data. Pitney Bowes enables enterprises to work with structured and unstructured data to extract insights for further analysis.

“Pitney Bowes and Hortonworks bring value to enrich Customer Information Management using the Spectrum Technology Platform and Hortonworks Data Platform.”

Navin Sharma
VP – Customer Information Management
Pitney Bowes Inc.

**Big Data Integration**

Pitney Bowes’s “Spectrum Technology Platform” provides data integration capability with the Hortonworks Data Platform to read and write data. Spectrum extends features to support MapReduce to perform pre and post processing of data on HDP.

**Big Data Quality**

Spectrum enables you to perform proven data quality algorithms to run in Hadoop to maximize your return on big data investment. Gartner has recognized, Pitney Bowes as a leader in data quality serving a wide variety of clients around the globe.

**Big Data Analytics**

Spectrum redefines the way to process a variety of e-commerce, social, location data related to customer information to deliver holistic 360-degree customer view for insight and actionable intelligence with the help of graph technology.
Pitney Bowes in the Modern Data Architecture

Pitney Bowes and Hortonworks

Spectrum can be leveraged to perform data integration and aggregation with the Hortonworks Data Platform.

- Spectrum supports Ingestion/storage using the HDFS API to read and write data from HDP
- Spectrum allows users to perform processing on the HDP 2.3 cluster using its simple easy to use GUI
- Allows users to perform processing without knowing Pig/MapReduce programming.
- Spectrum performs batch processing using Pig transformed internally in Spectrum. There is an option for advanced users to supply their own Pig script to execute on HDP 2.3 using Spectrum platform
- Spectrum supports ingestion/storage using the HDFS API to read and write sequence files from HDP

Pitney Bowes 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.

For additional questions, contact:

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