



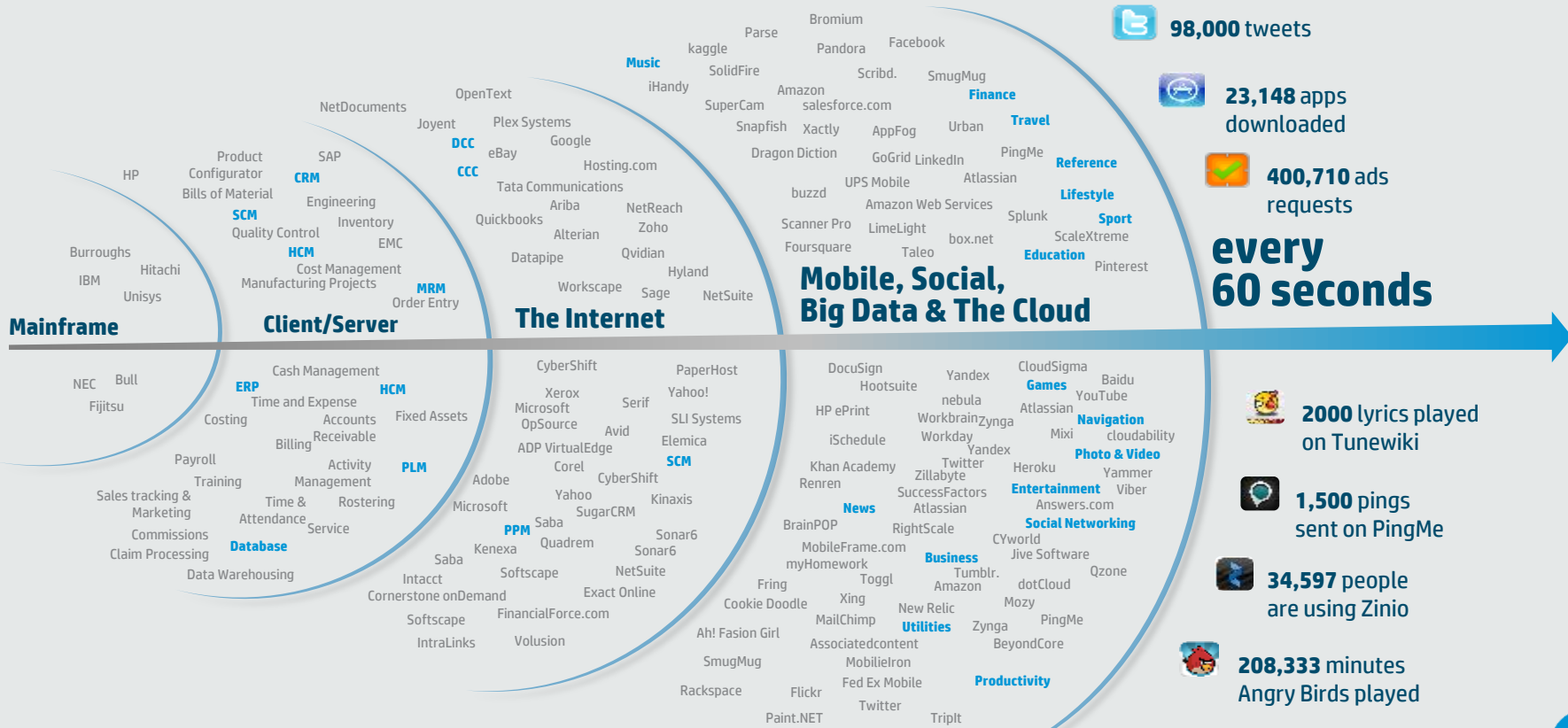
Discover2012

Making technology work for you.

Unleash the Power of Big Data

Manage, Understand & Act on 100% of Information

Accelerating Innovation & Change



The Challenges of Big Data

Volume, Variety, Velocity, Complexity

59%

Worldwide information **volume** is growing at a minimum rate of 59% annually

70%

70% to 85% of data is "complex **mixed** data types."

85%

of currently deployed data warehouses will not scale sufficiently to meet new information **volume** and complexity of demands by 2014

2%

of corporations can deliver the right information, at right **time** to support enterprise outcomes all of the time

* Source: Gartner, Coleman Parkes, October 2011



Meaningful Insight Requires Unified Analysis of all Data



HP is Uniquely Positioned to Unleash the Power of Big Data

Manage, Understand and Act on 100% of Information

Manage

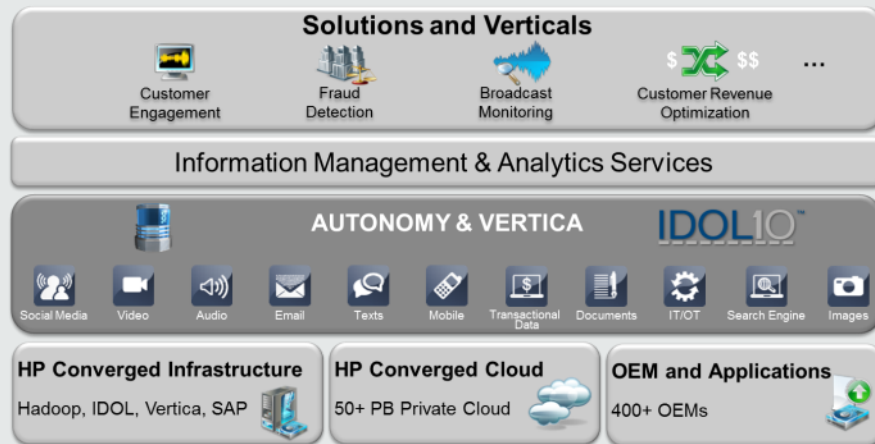
- Leading technology to manage at data level
- Turnkey solutions & engineered systems
- Cloud or On Premise

Understand

- Understand 100% of information – structured, machine, and Human information in real time

Act

- Real-time data driven decisions
- Complete services portfolio from strategy to run
- Industry and Line of Business solutions





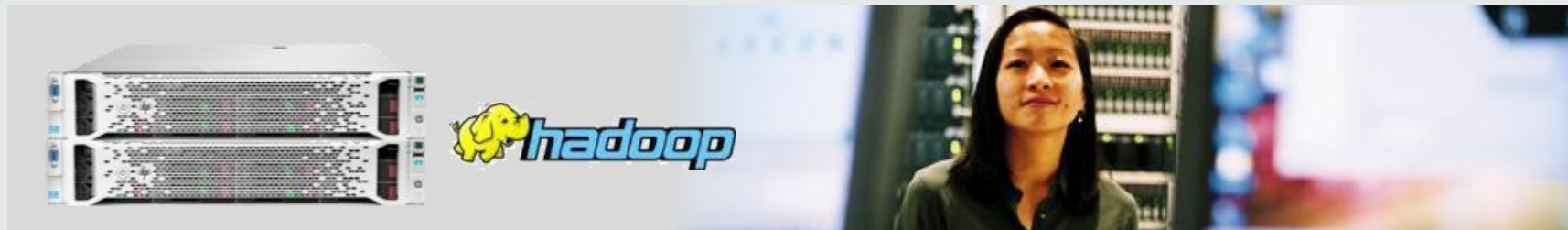
Unleash the Power of Big Data

Paul Miller

VP, Solutions & Strategic Alliances

HP AppSystem for Apache™ Hadoop™

World's fastest Hadoop performance - **3.8 x faster than competition**



New Offering/Description

- **Turnkey Converged Infrastructure** of HW, SW and management delivered from HP factory
- Unique Cluster Manager with **Push-button deployment** and **3-D performance visualization tools**
- Integration with **Vertica Analytics Platform**
- **Open** approach with support for
 - Cloudera, Hortonworks, MapR

Problem it Solves

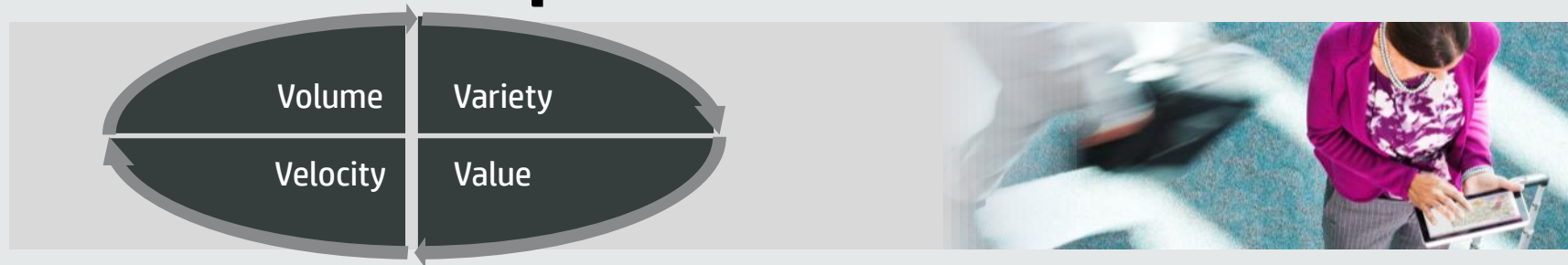
Hadoop is

- **Difficult** to deploy and manage
- Understood **by few**
- **Difficult to extract value** and generate insight
- **Not enterprise ready**

Benefits

- Simplify and speed deployment:
>800 nodes in 30 minutes
- **See and optimize** performance in real-time
- Scale seamlessly to 1000's nodes with **built in resiliency and fault tolerance**
- **Real-Time Analytics** with Vertica 6.0
- **3.8x faster than competition**

HP Big Data Strategy Workshop & HP Roadmap Service for Hadoop



New Offering/Description

- HP Big Data Strategy Workshop
- HP Roadmap Service for Hadoop™

Problem it Solves

- **Lack of understanding** the Big Data landscape and ability to build a long term strategy
- Determine when and how Big Data needs to be **protected, archived, and secured**
- **Avoid false starts** due to limited Hadoop expertise

Benefits

- **Proven** experience
- **Executable Roadmap** with recommended investments, timeline, & risk mitigation
- **Accelerate** strategies to produce **meaning and understanding** with Vertica and Autonomy



Unleash the Power of Big Data

Colin Mahony

VP and GM, HP Vertica

HP Vertica 6 Enterprise Edition

FlexStore- Analyze any information, located anywhere, in any way



New Offering/Description

- New **parallel analytics** computing framework
- Simple and **flexible data integration** or federation with Hadoop, Autonomy, RDBMS and more
- Better **mixed workload** management
- Enhanced support for **Converged Cloud/SaaS**

Problem it Solves

- Challenge **gaining insights** spanning disparate data channels
- Tradeoff between **robust analytics and scale**
- **Unpredictable workload** effects on performance
- Big Data analytics in the Cloud

Benefits

- **Low-cost** parallel analytics package
- Big Data scale with **real-time performance**
- More questions, more data, more users - **faster answers**
- **Data driven decisions** in real-time





Unleash the Power of Big Data

Rafiq Mohammadi

CEO, Autonomy Promote, an HP Company

IDOL 10 for Hadoop

Get More Value From Your Hadoop Deployment



New Offering/Description

- IDOL 10 for Hadoop allows you to embed **IDOL engine** in Hadoop clusters to understand meaning, sentiment and patterns in data
- Combine Hadoop data with other enterprise and external data leveraging **IDOL's 400 connectors**

Problem it Solves

- Enterprises need to **understand and analyze** vast amounts of data in real time in order to drive key business decisions
- Developing from scratch using MapReduce is **costly and time-consuming**, **skills** are often not available

Benefits

- Leverage **500+ functions** out of the box to understand and analyze data stored in Hadoop e.g. categorization, clustering, edition, and hyperlinking
- Support and augment the **Hadoop ecosystem**, instead of reinventing the Map Reduce wheel

Optimost Clickstream Analytics

Big Data for Marketers, Powered by IDOL 10



New Offering/Description

- Optimost Clickstream Analytics
- Integrated with Autonomy Promote suite for end-to-end **revenue optimization** (Testing, Segmentation, Targeting, Ad/Keyword optimization)

Problem it Solves

- Enables marketers to analyze vast amounts of granular clickstream data, enabling them to **aggregate, combine, and analyze** the information any way they choose
- Provides a **single, consistent view** of visits, conversions, and customer engagement

Benefits

- Drive **increased revenue** and **improve customer engagement** by gaining a more complete and actionable understanding of customer interests, sentiments, and buying patterns
- Gain deeper insights by being able to analyze **all data** in site of large volumes

Demo



HP Information Optimization Portfolio

Manage

- HP 3PAR Storage Systems
- HP StoreOnce Backup Systems
- HP IBRIX File Storage
- HP Data Protector
- HP AppSystem for Apache Hadoop
- HP AppSystem for HANA
- HP AppSystem for MSFT SQL
- Autonomy Digital Safe
- Autonomy Consolidated Archive
- Autonomy Records Manager
- Autonomy Data Protector and LiveVault
- Autonomy Connected Backup

Understand

- Vertica 6 Enterprise Edition
- IDOL Powered Hadoop
- Autonomy Virage MediaBin
- Autonomy Explore
- Autonomy IDOL Universal Search
- Autonomy SPE
- Autonomy Qfiniti

Act

- Autonomy Optimost Clickstream Analytics
- Autonomy Optimost Campaign
- Autonomy Optimost Segment
- Autonomy Teamsite
- Autonomy ControlPoint
- Autonomy Introspect
- Autonomy Worksite
- Autonomy Legal Hold
- Autonomy Investigator and Early Case Assessment



Services – Information Management and Analytics

- HP Big Data Strategy Workshop
- HP Roadmap Service for Hadoop™
- Advanced Information Services for:
 - HP (Vertica and Autonomy)
 - Microsoft (Sharepoint BI)
 - SAP (HANA)
- Business Analytics and Information Delivery Services
- Business Solutions – Social Intelligence
- Information Management and Architecture Services
- Information Strategy and Organization Services
- Hosted Delivery – Managed Services, Cloud, Hybrid (Data Warehouse on Demand)





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