Transforming Business Through Data-Based Insights

Solution Brochure

Seize the Opportunity Within Your Data

The strategic use of data is changing. Data is now something we use to make business decisions in real time. Organizations that successfully use their data will transform their business and lead their industries.

The problem is making sense of data: structured, semistructured, and unstructured data. In order to draw on all the data available, your business needs an analytics-ready infrastructure and a comprehensive data management solution.

But Businesses Don't Use All of Their Data

Without Hadoop, most businesses use only 33% of their data

Business Insights

Leading to limited insights

With Hadoop, businesses can use 100% of their data

Business Insights

Unlock insights using all your business data

Cisco and Cloudera Are the Right Choice

A Cisco UCS® Integrated Infrastructure for Big Data, powered by Intel® Xeon® processors, with the Cloudera Enterprise solution, helps organizations realized the value of their structured, semistructured, and unstructured data.

Together, they deliver:

Fast Performance

Simple Management

Robust Security

Cisco UCS Integrated Infrastructure with Cloudera Enterprise

Capitalize on Big Data with Cisco and Cloudera

Fast Performance

Access your data quickly to deliver business value

- Deliver higher performance
- Unlock insights faster
- Scale without affecting performance

Simple Management

Manage your data and infrastructure easily and efficiently

- Deploy rapidly with minimal effort
- Monitor the entire data center (platform) through a single pane of glass
- Prosper with proactive and predictive support
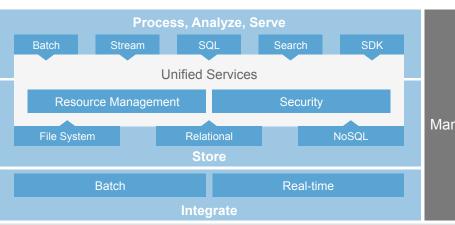
Robust Security

Help ensure that your data is well defended

- Protect data with strict authentication and authorization protocols
- Deliver industry-standard compliance
- Encrypt data for additional security

Quickly Set Up Your Environment with a Pretested and Prevalidated Solution

Cisco UCS Director Express for Big Data (one-click provisioning, installation, and configuration)	Operations	Process, Analyze, Serve					Data Management
		Batch	Stream	SQL	Search	SDK	
		Unified Services					
		Resource Management		Security			
		File System		Relational		NoSQL	
		Store					
		Batch		Real-time			
		Integrate					

Cisco UCS Integrated Infrastructure for Big Data

Experience World-Class Results

85%
and more of all
Fortune 500 customers
have invested in Cisco UCS

#1
Americas revenue market
share in x86 blades

500x
faster processing speeds
*—Large healthcare
organization with Cisco and
Cloudera joint solution*

60x
faster data reloads
*—Western Union case study
with Cisco and Cloudera
joint solution*

75x
more accurate data analysis
*—Fortune 500 insurance
company with Cisco and
Cloudera joint solution*

Western Union Transformed Its Business

Company bio: Western Union is a globally recognized brand that helps connect customers financially through cross-border, consumer-to-consumer money transfers, bill payments, and other financial services.

Challenge: Western Union wanted to make its customers' lives easier through data engineering in two areas: customer experience and security, risk, and compliance.

Solution: Western Union implemented Cloudera Enterprise on Cisco UCS.

WESTERN UNION

Results:

- Impact transactions and drive customer compliance
- Low total cost of ownership at scale
- 360-degree customer view

" *We're able to risk-decision a lot better with the harness of the data that we have. And that's just one example of many, many variables that we can now use in how we anticipate and risk-decision our customers and their transactions.* "

—Sanjay Saraf, CTO and SVP, Western Union

Thank you

For additional information, contact your Cisco sales rep or visit:

www.cisco.com/go/bigdata

www.cloudera.com

In collaboration with:

intel XEON inside

cloudera