SAS® and Teradata Advanced Analytics Advantage Program for Hadoop

Solve your big data analytics challenges with SAS®, Teradata and Hadoop

Business and IT Challenges

The era of big data and advanced analytics is here. This represents an evolutionary development, and many organizations are faced with unique challenges as a result. These challenges include an inability to:

- Capture and manage massive data volume, variety and velocity that are stressing inadequate systems.

- Fully analyze the flood of structured and unstructured data to make fact-based decisions.

- Quickly apply advanced analytics on all data to explore and uncover hidden opportunities.

- Incorporate end-to-end data management and analytics in an integrated environment.

- Develop more innovative and predictive (demand-driven) strategies as opposed to reactive and tactical strategies.

Overview

The SAS and Teradata Advanced Analytics Advantage Program for Hadoop delivers an integrated end-to-end analytic environment for managing big data in a high-performance architecture. This program consists of all-in-one software, hardware and services to analyze all your data and obtain precise, timely insights in minutes compared to days or hours.

This offer combines enterprise data management and analytic capabilities from the industry's best – Teradata® Integrated Data Warehouse, SAS® Analytics and Hadoop. With this solution, organizations can manage big data the right way. You can:

- Manage and access unstructured and semistructured data in Hadoop enhanced by the highly structured, well-governed data of the Teradata integrated data warehouse.

- Explore and visualize big data with the SAS advanced analytics portfolio of products for large-scale data discovery, data preparation, model development and deployment.

- Enrich and transform raw data into useable information using the Teradata® Unified Data Architecture™.

What Does This Program Do?

Traditional systems lack the scalability and integrated architecture required to support the big data analytics needed in today's business environment. These systems are unable to combine data management and analytics, resulting in functional silos. These add to the costs of maintaining and managing data, hurting the bottom line. Our program enables you to:

- Effectively manage ever-increasing data volume, variety and velocity using the Teradata platform, SAS Analytics and Hortonworks' comprehensive Hadoop stack.

- Minimize the cost of managing disparate systems and technologies by offering an integrated architecture to help customers with data management and analytical processes.

- Deliver the best answer to the right people, at the right time at any level of your organization.

This program offers the right technologies for every aspect of the analytic life cycle – data preparation, model development, model deployment, data exploration and visualization – all integrated with the Teradata® Unified Data Architecture™. See Figure 1.

By using Hadoop in an integrated system, you can create a staging area within your data architecture. This staging area can store and capture raw data and new data types that can be refined over time.

Once the refinement is complete, the data is fed into Teradata, where analytics can be applied with SAS® Analytics. SAS solutions for Teradata encompass in-database or in-memory capabilities (depending on your requirements) to further augment big data analytics. SAS' in-database analytics allow customers to cleanse,

prepare, model and score the data inside Teradata, while in-memory analytics that run on the Teradata Appliance for SAS allow you to visualize and develop analytical models using complete data – not just a subset – to get accurate and timely insights needed for making well-informed decisions.

When you're faced with hundreds of candidate variables, our solution can help weed out unimportant variables, describe important data relationships and identify the important factors for further analytical modeling.

Companies can start with small, but powerful, configurations, using data from Teradata and Hadoop simultaneously to extend your analytic capacity as needed within your current data architecture. Also, a specialized, proven set of well-defined services is available to help you realize value quickly.

Why SAS® and Teradata for Big Data Analytics?

Customers can take advantage of this unique offering that combines the strengths of SAS and Teradata products and the industry-leading SAS and Teradata Center of Excellence. You'll gain more insights from your big data across – enabling faster analysis and helping make more informed decisions.

Teradata, a proven leader in enterprise data warehousing, brings data management best practices. SAS offers analytics thought leadership and is a proven leader in analytics software. Together, we offer:

- The most integrated technology with in-database and in-memory analytics.
- Rapid time to implementation and value with packaged software, hardware and services.
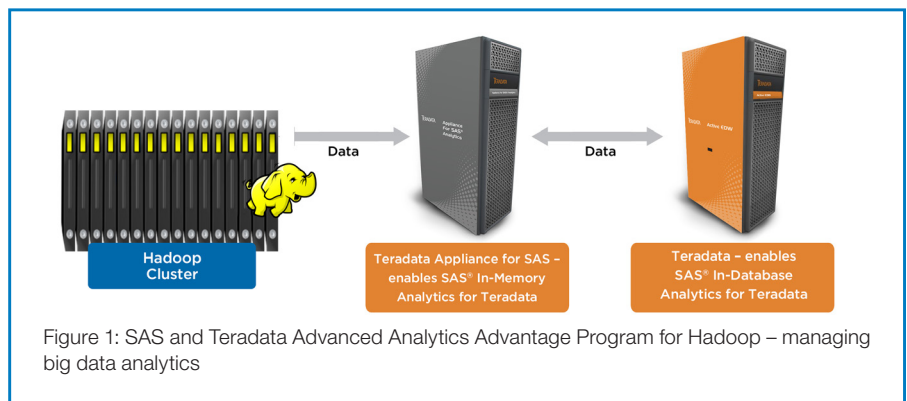

Figure 1: SAS and Teradata Advanced Analytics Advantage Program for Hadoop – managing big data analytics

- Full data management supporting including data capture and storage.
- Full analytic lifecycle support including modeling and scoring capabilities.

A Hybrid Solution Tailored to Meet Modern Data Architecture Needs

Our solution is designed to help you innovate and gain competitive advantage by improving your data management abilities and enhancing your analytics insights.

Business Benefits:

- A single offering integrating the best solutions in the industry – SAS for analytics, Hadoop for data staging and Teradata for data management and warehousing.
- Reduces the risk and cost with established and proven services delivered in a single offering.
- Deliver timely strategic insights by analyzing all of your data in a high-performance environment.

IT Benefits:

- Provides a single platform for data management, exploration and analytics.
- A scalable solution, ready to grow when needed.

- Lower cost of ownership from integrated solution and lower ongoing management costs.

About SAS and Teradata

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions, SAS helps customers at more than 70,000 sites improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW.®

Teradata is a global leader in analytic data platforms, marketing and analytic applications, and consulting services. Only the Teradata Unified Data Architecture™ and Integrated Marketing Management applications integrate all of the data for the best insights to help organizations know more about their customers and business so they can do more of what's really important.

For More Information

Contact your SAS or Teradata representative or visit **sas.com/teradata** or **Teradata.com/SAS.**