

HP and Kognitio Partner to Offer Utility-Based Large-Scale Data Analytics

Proof of Value centres offer teramarts at a fraction of the time, the cost and the risk – whenever, wherever

HP & Kognitio have formed a partnership to run Proof of Value Centres for large and complex data analytics; organisations are invited to undertake a Proof of Concept evaluation in a pre-purposed environment.

One of the greatest risks for companies trying to design and build large data warehouses is the development of systems from an unrealistic or non-existent proof of concept program. The partnership between HP and Kognitio enables clients to run full-scale proof of concept trials at a very low cost and with minimal impact on the client's internal resources.

Using Kognitio WX₂ running on HP ProLiant servers, the Proof of Value Centre allows clients to quickly load, rapidly explore and analyse their own large and complex data. Clients realise faster and better business insight by exploiting WX₂'s ease of use, flexibility, linear scalability, and ultra-high performance. What traditionally took many months can now be done in days using WX₂ and HP Flexible Computing Services. The results of the tests assist clients in creating business cases around the use of all available data, rather than legacy sampling methodologies, and prove the lowest cost of ownership of the WX₂ solution on the HP ProLiant Platform. From the clients' perspective, the centre delivers immediate benefit as the data can be workshoped within 48 hours, leading to a Proof of Concept and database prototype on terabytes of data within a short timeframe.

The centre consists of multiple Massively Parallel Processing (MPP) architectures using WX₂ running on Linux and blade servers from HP, and can comfortably handle several multi-terabyte projects at a time, leveraging the experience and processes of Kognitio's Professional Services Group. The simplicity of the solution and the associated performance, as can be demonstrated in the Proof of Value Centre, allows organisations to think about new, exciting business development opportunities beyond the existing base. Analysis areas, previously thought to be too big or complex to achieve because of the scale and granularity of the raw data, are now accessible. Consequently, many organisations that have tested the software are now making Kognitio WX₂ their analytic database of choice, either internally or on a hosted managed service basis.

Technically, the Proof of Value Centre utilises:

- The facilities of HP Flexible Computing Services in Europe and the USA;
- Data analysis experts from both HP and Kognitio;
- HP FCS servers with between 4GB and 16GB RAM and up to 144GB disk capacity each;
- Red Hat Linux operating system;
- Kognitio WX₂ analytical database software;
- MPP (Massively Parallel Processing) architectures;
- Third-party tool support from HP, Informatica, Business Objects, Cognos, Microstrategy & SAS

The Proof of Value Centre allows clients to attend workshops on their data. A typical scenario involves loading and preparing multiple terabytes of a customer's highly granular data onto the blade platform running WX₂ within hours of the client team and their data arriving on site. The ability to implement the solution quickly means that the client data can be explored and queried within a matter of hours rather than weeks. This fact impresses clients who often believe initially that it is too good to be true. Little effort is required when loading the data into the database. The 'load & go' capability is highly valued, as it allows the effort to be expended on the most important part: understanding and analysing the data with a variety of reporting, business intelligence and data mining tools. When customers begin to explore their data, they are often astounded by how much insight they are getting into their business. A leading telecommunications client commented that he had been waiting over 18 months to get these results out of his own IT department, and got them with WX₂ in hours of starting the workshop. Another client stated "We get the answers while we still remember why we are asking the question."

In the Proof of Value Centre, HP's security and resources combined with Kognitio's WX₂ database software amply demonstrate to clients the practicality of rapidly using all of their data in ways that were previously thought too expensive or too time-consuming to be possible.

"In the large and complex data analytics arena, where organisations are faced with the challenge of how they analyse highly granular data, the availability of lowest TCO, highest performance solutions is essential. Rapidly understanding what the corporate data represents through train-of-thought analytics, is becoming increasingly business-critical, especially where accurate first mover advantage is crucial".

Brian Fowler, Global Director of HP Flexible Computing Services

"A major part of what we are achieving is disconnecting the ability to extract value from data from the delays caused by technology, timing and cost bottlenecks".

Paul Groom, Director of BI





LOW-COST, FLEXIBLE TERAMARTS WHEN AND WHERE YOU NEED THEM

The challenge

When it comes to running a data warehouse, aligning capacity with volatile business demands can be a constant challenge. Sometimes the data warehouse may be under-utilized, at other times analytical queries and the demands placed on the system may end up choking performance and ultimately business growth. Wouldn't it be nice to offload the burden of managing large data analytics projects to a utility service provider where all that is paid for is what is used?

That's why HP Flexible Computing Services has teamed up with Kognitio WX₂ to offer low-cost, flexible teramarts to organisations who seek to carry out project-based analytics on their data. Long gone are the days when businesses have to set up large, under-utilised infrastructures themselves. HP and Kognitio offer a solution which is responsive and adaptive to the needs of organisations seeking to run large data analytics projects.

The benefits are substantial. You enjoy direct access to highly available HP computing and large scale data analytics using Kognitio WX₂. You decide how big you would like your teramart to be and how long you need to run your analytical solution. You pay only for the cycles you use, only as you use them.

The benefits in short

- You choose how much capacity you need
- You choose how much time you need
- You choose how much you would like to pay for your large-scale data analytics project
- There's less risk than setting up a system yourself
- No capital investment needed for short-term projects
- There are no high running costs, just use the facility for as long as you like!

In short, it's Data Analytics as and when you need it!

How it works

Customers are invited to use the HP and Kognitio Proof of Value facility at any time. Using HP and Kognitio solutions and services, customers can create a data warehouse/RDBMS and, using Kognitio WX₂, customers can run analytical queries on the data for however long they wish. We are so convinced that you will be amazed by the speed at which you can acquire actionable intelligence from your data. You will understand your business in a way not previously thought possible.

Risk

Although the engagement calls for all parties concerned to participate in a productive way, the risks are absorbed by HP and Kognitio who will provide the hardware and environment for the analytics.

Engagement

You may rent the HP and Kognitio Proof of Value facility on a weekly basis. The minimum is 1 week, the maximum is 12 weeks.

You can also choose how much capacity you need, starting from a minimum of 1TB.

If you are interested in using the Proof of Value centre, contact us on 01628 400000 or email info@kognitio.com

ABOUT HP FLEXIBLE COMPUTING SERVICES – Usage-based IT resources for greater business agility

Every CIO and CFO knows that the business of IT is radically different from what it was only a few years ago. Rapid and unpredictable change is occurring in every aspect of your environment – from cost cutting to competitive threats and the inevitable evolution of technology. This volatility is placing new pressures on your business at every turn. HP is addressing the customer's quest to find an affordable and flexible way to keep pace with change. HP Flexible Computing Services help you build such an Adaptive Infrastructure to dynamically supply access to resources as business demands change. Our portfolio of HP Flexible Computing Services consists of products and services that work individually or collectively to transform your enterprise into one that is increasingly agile – so your organization can anticipate and respond to new opportunities and challenges.

ABOUT KOGNITIO WX₂

Kognitio WX₂ is the most powerful and scalable analytical database in the industry. It enables organisations to query, in detail, vast amounts of granular data in seconds. The software-only solution uses high-speed, Massively Parallel Processing (MPP) technology to deliver an extremely fast data mart/warehouse platform to organisations seeking to gain intelligence from their data.

Kognitio WX₂ runs on low-cost non-proprietary, industry-standard hardware and can be scaled to handle hundreds of terabytes of data with performance that delivers answers in real time. This technology delivers the most comprehensive, cost-effective Business Intelligence database platform in the industry and offers delivery mechanisms from pure product through to fully managed services.

Kognitio provides solutions to business problems that require acquisition, rationalization and analysis of large and/or complex data

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