

IBM and Kognitio Join Forces for Large Data Analytics: Companies called to take up the Data Analytics Challenge

IBM & Kognitio have joined forces to run a Proof of Value Centre to support large, complex data analytics; companies are invited to undertake a Proof of Concept evaluation in a purpose built environment.

One of the greatest challenges 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 IBM 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 standard IBM servers, the Proof of Value Centre allows clients to quickly load, rapidly explore and analyse their own high volume, complex data for 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 IBM hardware. The results of these tests assist clients in creating business cases around the use of all available data, rather than legacy solutions such as sampled datasets, and prove the low cost of ownership of the WX₂ solution on IBM commodity X86 hardware. From the clients' perspective, the centre delivers immediate benefit as the data can be workshopped within 48 hours, leading to a Proof of Concept and database prototype on terabytes of data within a short timeframe afterwards.

The PoV centre consists of multiple Massively Parallel Processing (MPP) architectures using WX₂ running on Linux and blade servers from IBM; it 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, available in the centre, allows organisations to think about new exciting business development opportunities beyond their existing solutions and to explore new analysis areas previously thought to be too big or complex to achieve due to the scale and/or granularity of the raw data. Following such tests, many organisations 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 IBM Executive Briefing Centres;
- Data analysis experts from both IBM and Kognitio;
- Knowledgeable business consultants from both IBM and Kognitio with experience in subjects such as data mining, CRM analytics and modelling;
- IBM BladeCenter blade 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 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 associated with other solutions, a fact that astounds clients who often believe initially that it is too good to be true. Little effort is required when loading the data into the database with this 'load & go' capability totally reversing the traditional 80:20 rule of data preparation versus analytics; indeed such little effort is required to load that data that the focus can be redirected entirely onto 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 in such a short time. 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. One other client stated "We get the answers while we still remember why we are asking the question."

In the Proof of Value Centre, IBM'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.

"There are numerous business situations where clients need to execute on first mover business analytics in order to drive company growth and performance. They also need to find a solution to this challenge that works in 90 days. Together with Kognitio, we can now offer clients the chance to run data analytics within the shortest of timeframes."

Mark Grainger, IBM

"A major feature of our solution is the elimination of the traditional bottleneck whereby data needs to be collated and organised to meet different specific business questions. With WX₂ the business is in the driving seat, with the data at their fingertips - The 'too hard, too big, too expensive' barrier is removed."

**Roger Llewellyn,
Managing Director
Kognitio**





THE DATA ANALYTICS CHALLENGE

Challenge

Customers are invited to use the Proof of Value Centre at any time by taking the Data Analytics Challenge: Using IBM and Kognitio solutions and services, we will create a prototype data warehouse using your data in less than fourteen days. Moreover, we will allow you to run analytical queries on your data within the shortest timeframe possible. We are convinced that you will be amazed by the speed at which you can acquire actionable intelligence from your data and understand your business in a way not previously thought possible. The results will astound you!

Engagement

The method of engaging in the analytics challenge is simple. Visit the Data Analytics Challenge website at www.datachallenge.com and complete the request form. In response to this enrolment we will establish a mutually agreeable date for the engagement to begin. We will discuss with you the objectives and agree to the deliverable from the Data Analytics Challenge. We expect this initial analysis to be a one day exercise. From this we will have established the dimensions and content of the data you wish to explore. We will also configure a system capable of delivering sensible performance and the agreed objectives. We expect to be up and running within days of receiving your data. This astounding capability is a consequence of combining two leading-edge technologies: IBM and the very high speed, non-indexed database architecture, Kognitio WX₂.

Speed to market

As in the real world, the speed at which a specific Data Analytics Challenge can be completed relates directly to the issues in the real world. IBM and Kognitio will construct an infrastructure capable of extracting value in a few days in order to ensure that this is a cost-effective process for you, the client. We appreciate that you also need to achieve time and cost targets while extracting business value from your data.

Risk

Although the data challenge calls for all parties concerned to participate in a productive way, the risks are absorbed by IBM and Kognitio who will provide the hardware and environment for this initial exercise.

ABOUT IBM GLOBAL SERVICES

At IBM Global Business Services, our expertise ranges across key business issues and deep into 17 industries in virtually every country and every culture worldwide. Our business experience is real. And so are the results we bring to our clients. We've helped them unlock value in areas such as HR, sales, marketing, finance, accounting, business strategy, supply chain, logistics and procurement. We've shown them new ways to transform their business, their thinking – and their bottom line

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

www.kognitio.com

Kognitio Head Office

Atlas House
Third Avenue
Globe Business Park
Marlow, Bucks
SL7 1EY
Tel: +44 (0)1628 400000
Fax: +44 (0)1628 400001
Email: info@kognitio.com

Kognitio Technology and Data Centre

3a Waterside Park
Cookham Road
Bracknell
Berkshire
RG12 1RB
Tel: +44 (0)1344 300770
Fax: +44 (0)1344 301424
Email: info@kognitio.com