Cloudera and SAP Deliver Big Data Analytics

Big data analytics are driving significant advances across nearly every industry. Models that can predict the probability a customer will churn, the efficacy of new drug treatments, or the likelihood that a credit card was stolen have all been exponentially improved by the availability and exploration of datasets that weren’t available to analysts just a short time ago.

Data-driven organizations are turning to a new reference architecture called an enterprise data hub (EDH) based on Apache Hadoop to store unlimited data, cost-effectively and reliably, for as long as necessary, and allow users to access that data in a variety of ways.

Large enterprises running SAP Analytics including SAP Lumira, SAP BI Platform, and SAP Predictive Analytics can connect to an enterprise data hub from Cloudera via a direct connection to Cloudera Impala, the leading interactive analytic database for Hadoop.

SAP Lumira
Tap into the power of big data and see patterns emerge in front of your eyes. Visualize data with an intuitive drag-and-drop interface. Uncover outliers and trends with engaging visualizations and stories. Maximize business knowledge with big-picture insights and granular details.

SAP Lumira provides data wrangling and visualizations in the form of graphics, heat maps, scatter charts, or custom visualizations (defined through our SDK). The BI solution meshes data from different sources like traditional data warehouses and Hadoop to create intuitive visual stories and enable enterprises to gain a better understanding of their business. SAP Lumira, like all SAP Analytics solutions, connects directly to Cloudera Enterprise through Impala or Hive via JDBC driver.

SAP Business Objects BI Platform
Enterprise users can use SAP Business Objects BI Platform to make it easy to discover and share insight with a business intelligence platform that provides flexibility, scalability, and function.

Business Objects users can connect to data in Cloudera Enterprise to access big data from the BI clients that they are already familiar with (Web Intelligence, Crystal Reports, SAP Dashboards).

SAP Predictive Analytics
SAP Predictive Analytics lets users go beyond seeing what happened to understanding why it happened, and what could or should happen. The potential applications are vast and varied. A marketing team could better understand when to target different customers with a certain product. A mechanic could know to repair a car before it broke down. Sales teams could better identify potential high spenders and give them premium service.
All this is done quickly and easily through a simple graphical user interface that enables data analysts to generate predictive models using advanced analytics while data scientists can apply their skillset to refine these models when and where it can have maximum impact (including directly using R).

Predictive Analytics uncovers hidden information from data, creating additional attributes that make predictive algorithms more accurate. And calculations are quick since SAP Infinite Insight processes data directly on Cloudera Enterprise.

Hadoop is a cost effective and scalable method of storing and processing all data. Predictive Analytics can help users tease out the important information from their enterprise data hub and implement a tiered data architecture combined with traditional data warehouses or offerings like SAP HANA for real-time analytics.

**SAP HANA**

Any organization currently leveraging SAP HANA can deploy an enterprise data hub as a landing zone for unstructured data, historical data that might otherwise be archived or taken offline, and data of unknown value. Using a variety of processing and analytic frameworks embedded in the EDH, analysts can discover high-value data and push it into SAP HANA for rapid analysis or deliver it direct to a variety of SAP BI tools.

**About SAP**

Headquartered in Walldorf, Germany, with locations in more than 130 countries, SAP SE is the world leader in enterprise software and software-related services. Explore our 42-year history of innovation – and access late-breaking company news, financial and investor information, career opportunities, and more.

**About Cloudera**

Cloudera is revolutionizing enterprise data management by offering the first unified Platform for Big Data: The Enterprise Data Hub. Cloudera offers enterprises one place to store, process and analyze all their data, empowering them to extend the value of existing investments while enabling fundamental new ways to derive value from their data. Founded in 2008, Cloudera was the first and is still today the leading provider and supporter of Hadoop for the enterprise. Cloudera also offers software for business critical data challenges including storage, access, management, analysis, security and search. With over 40,000 individuals trained, Cloudera is a leading educator of data professionals, offering the industry’s broadest array of Hadoop training and certification programs. Cloudera works with over 1200 hardware, software and services partners to meet customers’ big data goals. Leading organizations in every industry run Cloudera in production, including finance, telecommunications, retail, internet, utilities, oil and gas, healthcare, biopharmaceuticals, networking and media, plus top public sector organizations globally. [www.cloudera.com](http://www.cloudera.com).