



# Transforming Business Through Data-Based Insights

Solution Brochure

*In collaboration with:*   
**Hortonworks**



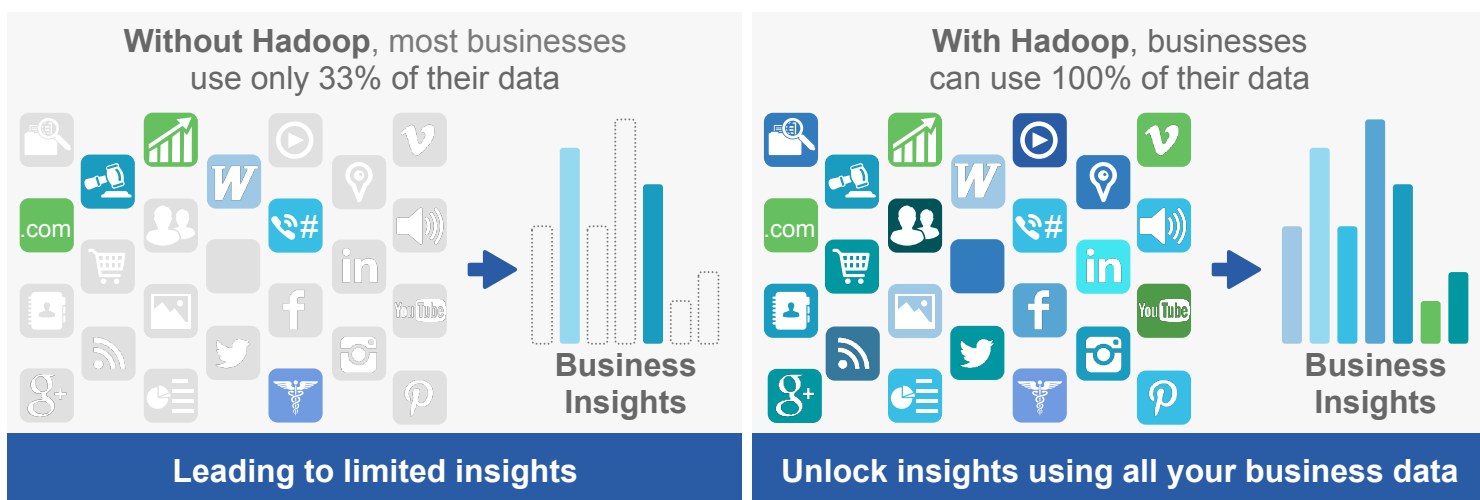
## Data Is Driving a Digital Transformation

### The opportunity

The way that companies use their data is changing. Enterprises that use their data to make business decisions will become leaders in their respective industries.

Unstructured and semistructured data from various sources is straining the current enterprise data warehouse (EDW). Accessing and processing all the data coming from the Internet of Things (IoT) provides businesses with an inviting opportunity.

## But Businesses Don't Use All of Their Data



### The joint solution

Cisco and Hortonworks provide organizations with an industry-leading, enterprise-ready, integrated, optimized, and highly secure data management platform.

Combining data center infrastructure with a 100% open-source Hortonworks DataFlow and Hadoop-based Hortonworks Data Platform, Cisco and Hortonworks offer customers a jointly validated and integrated system.

# Take Advantage of the Big Data Opportunity with Cisco and Hortonworks

## Meet your growing business needs with unparalleled scalability

Deploy Cisco UCS® servers quickly and easily while automating deployment of your Hadoop data clusters with Cisco UCS Director Express for Big Data. Offload low-value processing tasks and storage to your Hortonworks Data Platform to free up EDW resources and reduce operating costs.

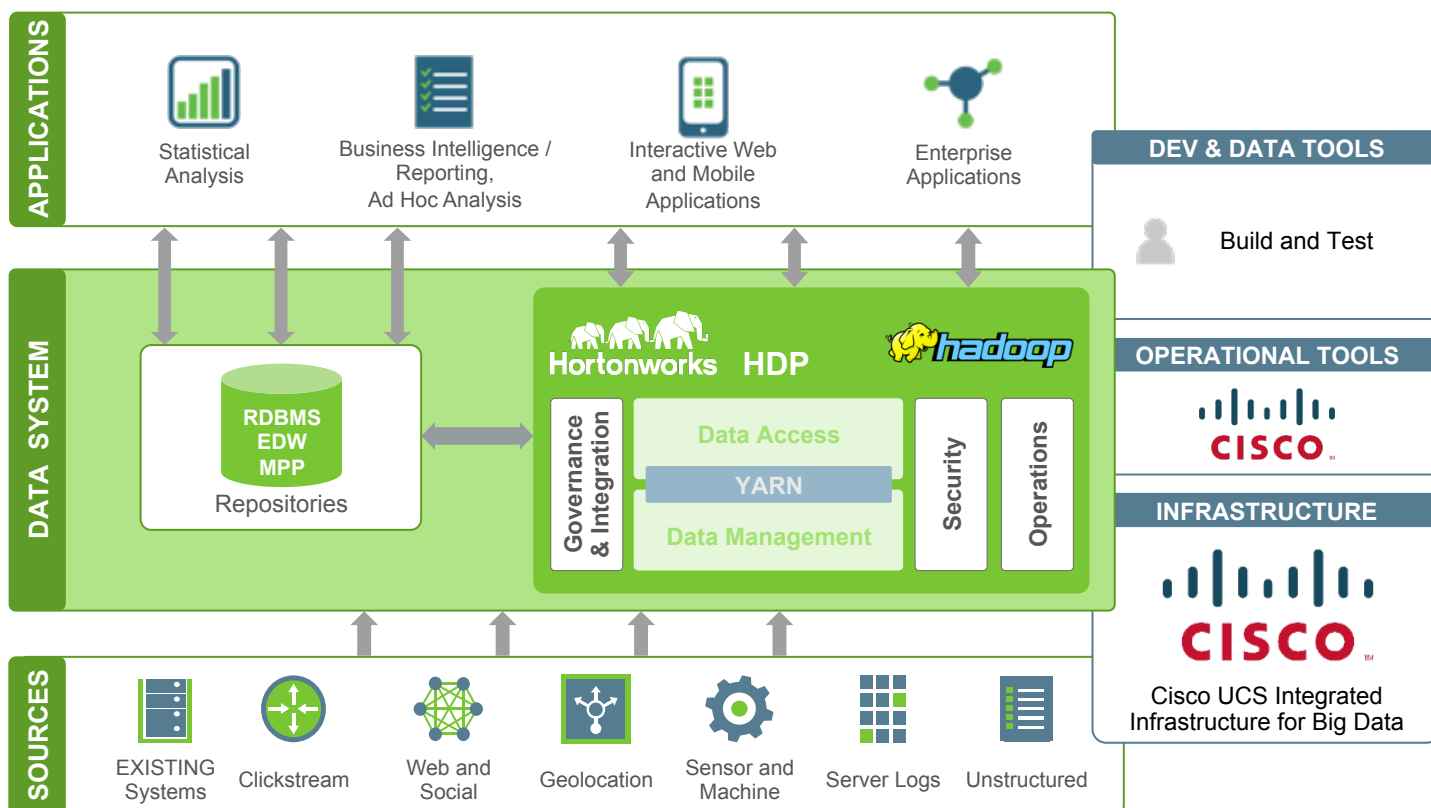
## Get completely open access to your data

Use the 100% open Hortonworks DataFlow and Data Platform with Apache innovations to access and collect all your data. The seamless integration between Cisco UCS Manager and Apache Ambari enables you to deploy and prioritize Hadoop clusters from a single management pane.

## Help ensure that your data is enterprise-ready with tiered security

Provide security on multiple layers with Apache Knox and Apache Ranger for the Hadoop Data Platform and Cisco® Application Centric Infrastructure (ACI) for Cisco UCS to create a compliant data environment. Provide further visibility across the network with Advanced Malware Protection (AMP) for Cisco UCS.

## Modern Data Architecture with Cisco and Hortonworks

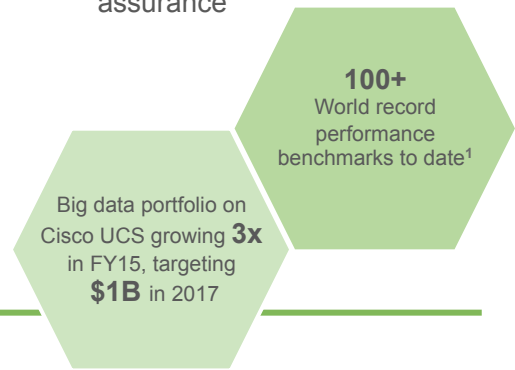




## Realizing the Value of Data Across Industries

Hortonworks Data Platform on Cisco UCS offers the flexibility to implement innovative, unique use cases. Here are some examples of applications across industries:

- Financial Services**
  - New account risk screens
  - Trading risk
  - Insurance underwriting
- Pharmaceuticals**
  - Recruit and retain patients for drug trials
  - Improve prescription adherence
- Oil and Gas**
  - Unify exploration and production data
  - Monitor rig safety in real time
- Telecommunications**
  - Call detail records
  - Infrastructure investment
  - Real-time bandwidth allocation
- Government**
  - Offload extract-transform-load (ETL) in response to federal budgetary pressures
  - Perform sentiment analysis for government programs
- Manufacturing**
  - Supply chain and logistics
  - Assembly line quality assurance
  - Crowd-sourced quality assurance
- Retail**
  - 360° view of the customer
  - Localized, personalized promotions
  - Website optimization
- Healthcare**
  - Use genomic data in medical trials
  - Monitor patient vitals in real time



<sup>1</sup> As of Cisco Q3FY15 earnings results, Data center revenue is defined as Cisco UCS and Cisco Nexus® 1000V

## Make an Impact on Businesses Today

### Use Case

**Challenge:** A leading North American insurance company's existing system was expensive to operate and could support only a limited amount of data. Queries took 14 days to process, leading to outdated and potentially inaccurate insights.

**Solution:** Cisco UCS Integrated Infrastructure for Big Data and Hortonworks Data Platform.

**Result:** HDP on Cisco UCS now gives the company the flexibility to merge all types of data sources, with no limitations on the amount of data it can analyze, ultimately improving customer relationships and increasing revenue. Its analysts are now able to run 10 to 15 times the number of models, using data on 10 billion miles of customers' driving habits.



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

- [www.cisco.com/go/bigdata](http://www.cisco.com/go/bigdata)
- [www.hortonworks.com/partner/cisco](http://www.hortonworks.com/partner/cisco)

In collaboration with: Hortonworks