



# Novetta Entity Analytics and HDP



Partner Brief



## NOVETTA

*"As the first native and tightly integrated Apache Hadoop entity resolution and analysis software Novetta Entity Analytics makes us a great match for Hortonworks Data Platform. Our unique matching and linking technology enables organizations to construct a multi-dimensional enterprise index and views across the enterprise without needing to move or replicate the data. Through our partnership, organizations can jumpstart their existing business intelligence applications and warehouse investments."*

*Jim Cushman*

*President*

*Commercial Division, Novetta*

In order to make data-driven decisions, organizations need a clear picture; hence, unification across data sources is essential. Uncovering new insights from different data sources is impossible without a trusted and repeatable data unification process. Novetta Entity Analytics provides a non-invasive unification process that preserves data integrity without changing or manipulating source data.

This builds trust and enables multiple teams and processes to get value from the same data. With an integrated data discovery, analysis, and integration workflow, Novetta Entity Analytics is able to decompose and map the attributes of any data source into models of a person, organization, location, event or product. Then, using advanced statistical techniques, Novetta Entity Analytics is able to determine whether two records are the same or related (e.g., sharing an address or phone number) to construct a multi-dimensional enterprise index and views across the enterprise.

## Entity Analytics Value

### Accelerate Operational Insights

Accelerates operational insights by constructing complete profiles from any volume of data from any application

### Improve Business Decisions

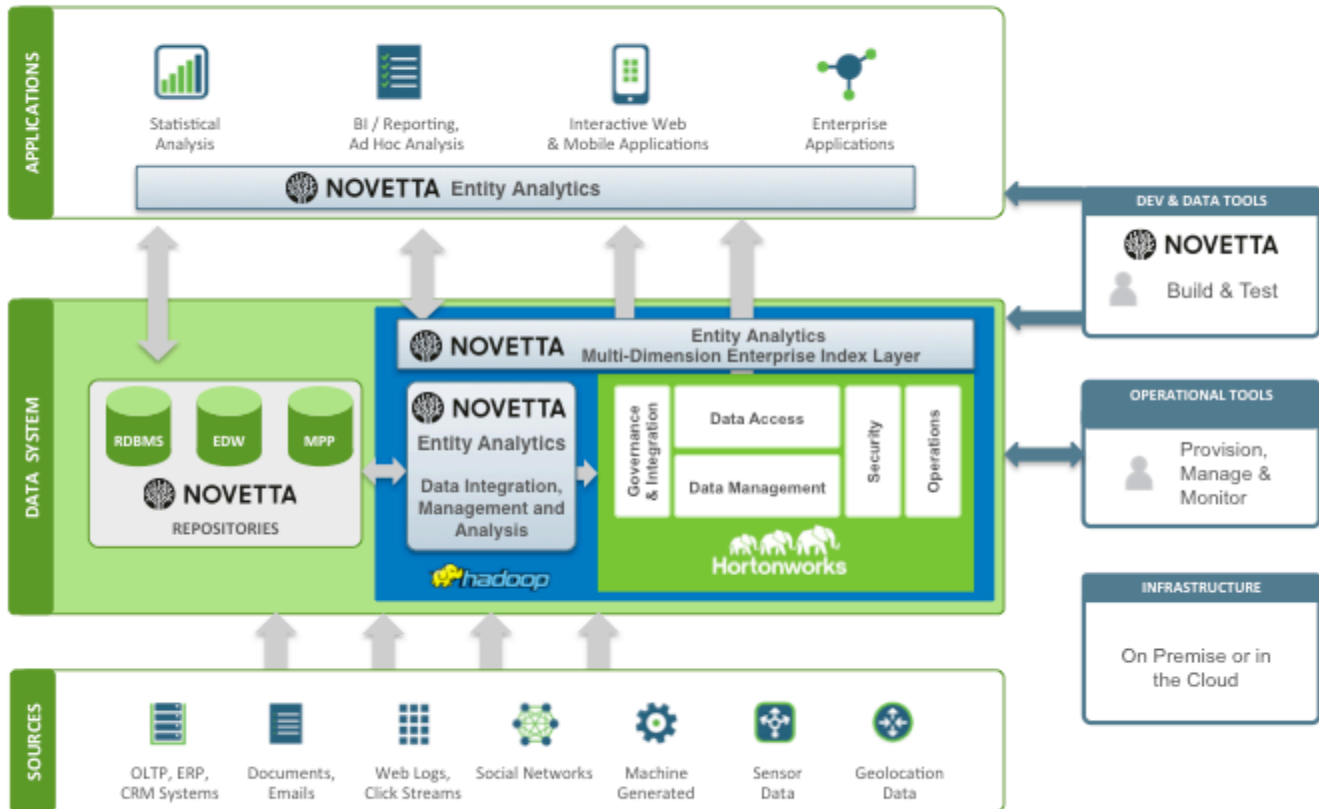
Improves enterprise business decisions with a fully integrated data quality analysis and measurement workflow

Increases value of enterprise systems with flexible and non-invasive integration

### Lowers Costs

Lowers costs with its proven track record of solving large complex data integration and management problems using a predictable, linearly scalable platform

# Novetta in the Modern Data Architecture



## Novetta Entity Analytics and Hortonworks Data Platform

Novetta Entity Analytics runs natively within Hadoop leveraging Yarn, Pig, H-catalog, HIVE, and HBase to perform multi-source integration to form a Multi-dimensional Enterprise Index (MEI). This MEI is accessible to applications across the enterprise as well as imported into existing applications or warehouses.

## Novetta Solutions is a Certified Technology Partner and YARN Ready

The Hortonworks Certified Technology Program reviews and certifies technologies for architectural best practices, validated against a comprehensive suite of integration test cases, benchmarked for scale under varied workloads and comprehensively documented. Novetta Entity Analytics is an application that has been certified as YARN Ready, and uses the resources of the customer's Hadoop system to process Hadoop data in-place, without interfering with other YARN Ready tools and applications.



### Hortonworks. We do Hadoop.

Hortonworks is a leading commercial vendor of Apache Hadoop, the open source platform for storing, managing and analyzing Big Data. Hortonworks Data Platform, our distribution of Apache Hadoop, provides an open and stable foundation for enterprises and a growing ecosystem to build and deploy Big Data solutions.

Hortonworks is the trusted source for information on Hadoop, and together with the Apache community, Hortonworks is making Hadoop an enterprise data platform. Hortonworks provides unmatched technical support, training and certification programs for enterprises, systems integrators and technology vendors.

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