



INDUSTRY

Advanced Analytics

WEBSITE

www.novetta.com

COMPANY OVERVIEW

From Complexity to Clarity, Novetta is an advanced analytics company that extracts value from the increasing volume, variety and velocity of data. By mastering scale and speed, our advanced analytics software and solutions deliver the actionable insights needed to help our customers detect threat and fraud, protect high value networks and improve the bottom line.

PRODUCT OVERVIEW

Novetta Entity Analytics delivers complete visibility into the data driving the enterprise with its multi-source data integration and entity resolution. Whether it is process optimization, business intelligence, customer and marketing analytics, or fraud and risk analysis, Novetta can help you quickly tear down the data silos across the enterprise and uncover the insights that drive better decisions and value.

SOLUTION HIGHLIGHTS

- > Create and manage complex views, relationships and hierarchies across multiple systems and sources
- > Uncover hidden insights buried in your data – including unstructured, semi-structured and structured data
- > Reveal patterns, trends, and relationships across enterprise data between people, locations, organizations, events and products

Cloudera and Novetta Entity Analytics

Organizations have been applying governance and policy to their enterprise data through data integration, data quality, and master data management software for the last 15 years and these applications are very good for those trusted, well curated structured data sources. However, the world of enterprise data has evolved significantly over the last two years, as software and hardware have developed to enable organizations to acquire and retain data at volumes for which these applications had not considered as enterprise data when those applications were developed. The challenges and opportunities posed by big data do not change the underlying truth; organizations need quality data to improve current business practices, increase customer intimacy, increase process efficiency, reduce costs, and analyze risk. Without trust in enterprise data, an organization’s sales team will not have confidence in the quality of the contact information for prospects, customer service will be unable to distinguish between high-value customers and occasional customers, and marketing campaigns will continue to be ineffective in reaching the right audience at the right time. Novetta Entity Analytics and Cloudera are putting the trust back into big data discovery and analytics.

Stop Moving and Start Using Your Data

Uncovering new insights from different data sources is impossible without a purpose built, repeatable, data integration, refinement, and analysis process specifically designed for the complexity and variety challenges of big data. Leveraging an enterprise data hub from Cloudera, Novetta Entity Analytics provides unified views of data across multiple systems and sources while preserving data integrity and without changing or manipulating source data. The joint solution builds trust and enables multiple teams and processes to get value from the same data.

Novetta Entity Analytics is able to construct an enterprise view of people, locations, organizations, events, and products across multiple data sources within the CDH cluster without the need to replicate your data. By providing analysts with a step by step grouping workflow, analysts can rapidly construct a complete unified view no matter how fragmented or incomplete the original source records. With integrated data profiling, measurement, and analysis within its grouping workflow, Novetta Entity Analytics enables analysts to decompose and map the attributes of any data source into entity models of a person, organization, location, event or product. Then, using advanced statistical techniques, its entity resolution engine is able to determine whether two records are the same or related (e.g., sharing an address or phone number) to construct multi-dimensional enterprise views based on the mapped entity models and their relationships specific to their particular business case. Each analyst’s view is stored within H-Catalog and made available to other applications, shared with other teams, or can be published to existing enterprise applications. This enables an organization to support different unique data protection laws and governance rules as well as matching and linking requirements across an enterprise.

With access to big data sources and new analytic applications, analysts across industries are now able to allow:

- Insurance brokers to have a broader picture of customer experience and provide an opportunity to uncover up-sell opportunities, through integrating email, reports, documents, and transcripts with customer management systems and external data sources such as public record filings on home purchases, car title filings, etc.
- Retailers to correlate data coming in from clickstream, web logs, email and social media with product data warehouse and master data management systems to enable them to understand not only affinities and buzz, but also insight into influencers beyond just number of connections.

	<ul style="list-style-type: none"> • Banks to identify dissatisfied customers, compliance, and potential fraud by exposing hidden relationships within email, claims filings, public criminal records or court filings, suspect lists, and social media with customer and employee management systems. • Governments to protect their citizens, by empowering law enforcement to identify and track suspects through fast and effective association of case files, police records, news reports, email and critical information buried in criminal databases. • Health care providers to create a complete clinical view leveraging email, documents, charts, reports and social media with relevant events and relationships typically hidden in-patient and provider data management systems and other clinical repositories.
<p>Benefits of Cloudera</p> <ul style="list-style-type: none"> • Powerful – Store, process, and analyze all your data to drive competitive advantage • Efficient – Hadoop unifies compute and data to improve operational efficiency • Open – 100% open source: CDH is the world's most popular open source distribution powered by Apache Hadoop • Simple – Easy to deploy and operate with centralized administration • Compatible – Leverage your existing investments for rapid adoption and lower TCO • Economical – Rethink the economics of data management with an open source platform on industry standard hardware - up to 90% more cost effective than traditional solutions • Enterprise Ready – Equipped with critical capabilities to support mission-critical operations <p>Benefits of Novetta Entity Analytics</p> <p>360 Degree View of ALL Data</p> <ul style="list-style-type: none"> > Creates and manages complete views of customers, organizations, events, locations, and products from any volume of data or any application. <p>Improved Business Insights</p> <ul style="list-style-type: none"> > Reveals patterns, trends, and relationships across all enterprise data <p>Lowers Costs</p> <ul style="list-style-type: none"> > Solving large complex data integration and management problems with the predictable, linearly scalable CDH platform 	<p>Major Benefits</p> <p>Increases Business Value of Big Data</p> <p>Novetta Entity Analytics accelerates an organizations ability to explore and unlock the potential of sources of data that would normally be classified as suspect or require extensive transformation and preparation by enterprise IT. It does so by empowering analysts with the data mapping, refinement and analysis steps to properly group and link any data set stored within the Enterprise Data Hub. Its unique design enables multiple teams and individuals to use the same data simultaneously and ask many questions without needing to make multiple copies of the data. Organizations can perform analytics designed for the variety, volume and velocity of big data and feed the results into an existing system. Novetta allows you to leverage new datasets without unnecessary and expensive disruptions to current enterprise processes.</p> <p>Cloudera Certified</p> <p>Novetta Entity Analytics turns the Enterprise Data Hub into a valuable resource. Its native CDH support and Cloudera Manager Parcel installation simplifies deployment and ensures organizations get more out of their big data platform technology. Leveraging Pig, Oozie, H-catalog, HIVE, and HBase, Novetta Entity Analytics performs multi-source integration to form complete 360-degree views of people, organizations, products and events and their relationships natively to your Cloudera Enterprise Data Hub. These profiles and relationship indices are accessible to applications across the enterprise through H-Catalog or Impala.</p> <p>About Cloudera</p> <p>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 20,000 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 1,000 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</p> <p>About Novetta</p> <p>Novetta is an advanced analytics company that extracts value from the increasing volume, variety and velocity of data. By mastering scale and speed, our advanced analytics software and solutions deliver the actionable insights needed to help our customers detect threat and fraud, protect high value networks and improve the bottom line. Novetta means "10 to the 27th power, or a billion, billion, billion" and reflects our big data heritage and ability to solve problems of massive scale, complexity, and national significance. Novetta's advanced analytics offerings include cyber analytics, entity analytics, social analytics and multi-INT data fusion help our customers make data-driven decisions and meet demanding mission and business requirements.</p>