



Novetta Entity Analytics and HDP



Partner Brief for MDM Augmentation



"We are at an inflection point when it comes to Big Data. Customers are landing all types of structured, semi-structured, and unstructured data within a Data Lake. The question they are asking is how they can tap into the value that comes from connecting their data to the business. By augmenting MDM with relationships and affiliations that are not readily apparent, Novetta Entity Analytics customers can find those connections. Our unique matching and linking technology enables organizations to construct integrated views that augment MDM enterprise records with data sources that wouldn't be possible before."

*Jim Cushman
President
Commercial Division, Novetta*

Today critical business data is coming from sources and at volumes for which master data management (MDM) systems were not designed. It is critical for your organization to augment your enterprise MDM to get to the next level of insights available within these new sources.

Novetta Entity Analytics allows Enterprise IT to unlock new insights related to your master data by leveraging data from the web, unstructured documents and other materials. With its integrated data acquisition, integration, refinement, and analysis workflow, Novetta Entity Analytics is able to decompose and map the attributes from the wide variety of data sources into your mastered definitions of a person, organization, location or event. Then, using advanced statistical techniques; Novetta Entity Analytics will align these new sources of data with your mastered data. Moreover, it augments these enriched master entities with powerful relationships and affiliations that are not readily apparent. The result is integrated master information about your critical data. These enriched 360 degree views are then imported back into MDM or used directly for business intelligence and analysis applications. This enables you to achieve next generation insights and uncover new opportunities without replacing or disrupting enterprise operations – all at a reasonable cost leveraging the new "Modern Data Architecture".

Entity Analytics Value

Accelerate Operational Insights

Accelerates operational insights by constructing complete profiles from any volume of data from any application including sources of data that have suspicious value until integrated.

Improve Business Decisions

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

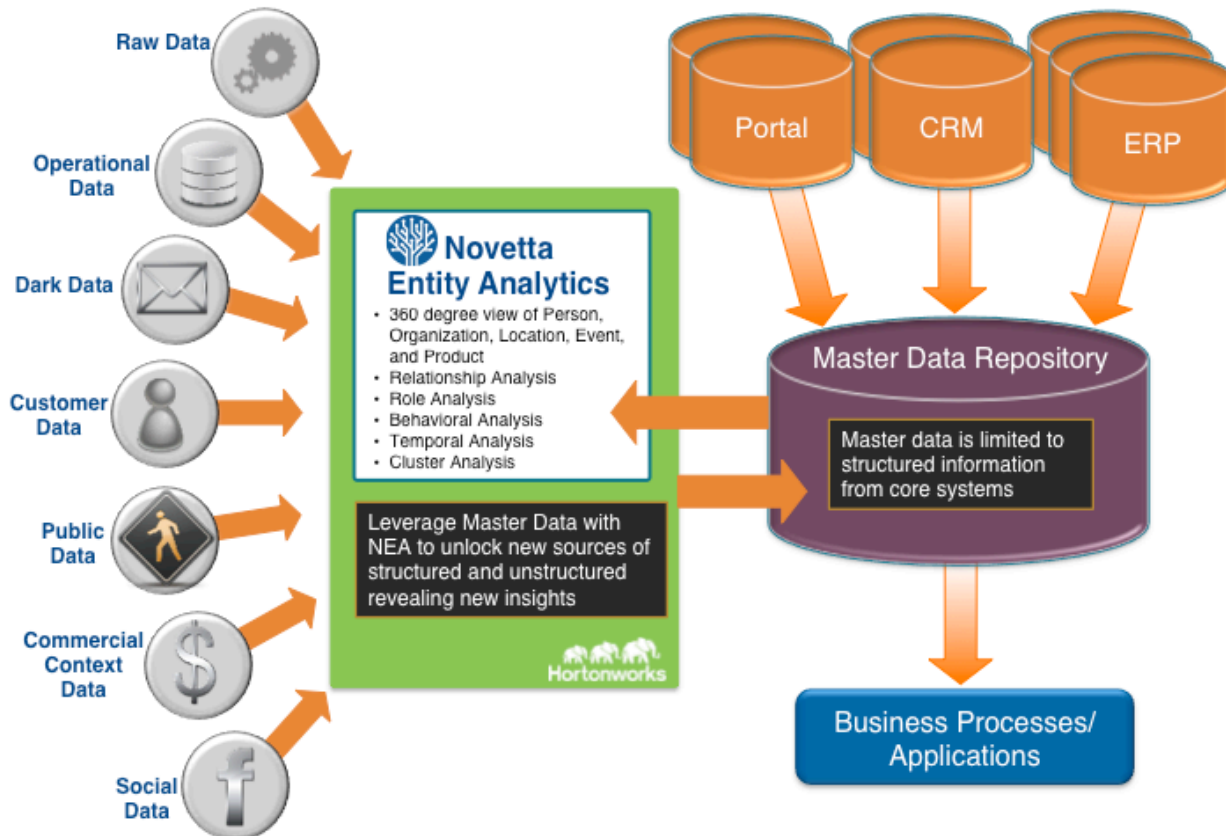
Increases value of enterprise systems with flexible and non-invasive integration with both structured and unstructured information.

Lowers Costs

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

Enables the use of greater volumes of internal, third party and external data at lower costs.

Novetta & HDP Augmenting MDM



Novetta Entity Analytics and Hortonworks Data Platform

Novetta Entity Analytics runs natively within HDP leveraging Ambari, Knox, H-catalog, HIVE, Pig, Yarn, and HDFS to perform multi-source integration and form unified profiles of persons, products, organizations, locations, and events that link back to the MDM golden record. These profiles can then be imported back to MDM or leveraged by new or existing business processes and applications.

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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