

SOLUTION BRIEF
TABLEAU

“Tableau and Vertica let us rapidly understand customer behaviors and determine what’s working and what’s not....”

- David Botkin, VP - Business Intelligence, Playdom



Vertica & Tableau – Real-Time Big Data, Visualized

In today’s highly competitive business environment, one thing is constant – change. Maintaining a competitive advantage requires organizations to think differently and develop core competencies around business intelligence; in many ways success and growth have become intrinsically linked with predictive analytics. The velocity, variety, and volume of data sources companies rely upon is evolving daily, creating complexity and scale challenges legacy tools weren’t designed to handle. As organizations grapple with these Big Data concepts and market demands, a trend has emerged – data may be the new black, but information is gold. Welcome to the world of Big Data.

As the markets have demonstrated, those organizations capable of monetizing ALL of their data in real-time — structured, semi-structured, and unstructured — have been rewarded with generous valuations and financial success. A common theme amongst these revolutionary companies is a reliance upon 21st century data management platforms – Vertica and Tableau. These companies have harnessed the power and flexibility of Vertica and Tableau to visualize trends and behaviors with industry leading performance, flexibility, and scale. The power of our joint solutions lies within the capability to deliver advanced, complex analytics to all users on any device, driving the democratization of data and Analytics Everywhere™.

Deeper Insights = Greater Value

Most analytic platforms are limited to structured data and require the use of summary data, cubes, or subsets of the raw data which ultimately dilute the value and insights possible. With the Vertica Analytics Platform™, companies are empowered to analyze all of their data while maintaining detail level granularity and applying advanced analytics, including geospatial, statistical, time-series, pattern matching, and an SDK for custom procedural programming. These unique capabilities facilitate actionable insights – the ability to engage and take action upon information while it maintains relevance and value, leading Vertica customers to separate themselves from the pack by getting value from “massive skyscraper sized chunks of data.” Some of the most innovative companies in the world rely on Vertica to create data assets their competitors, using traditional data warehouses or legacy analytics platforms, simply can’t match.

Game Event Dashboard

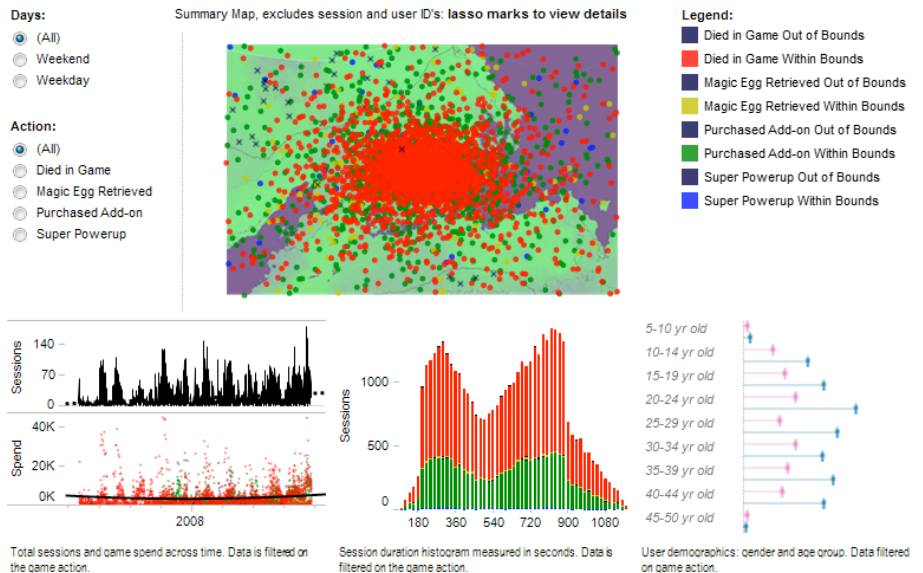


Tableau helps extend this lead with visual analysis by providing:

- Seamless integration with Vertica through an optimized, live connector
- Easy-to-use solution to visualize Big Data quickly and easily
- Interactive dashboards that let users drill-down, in real-time, to ask questions and get answers
- Simple, easy collaboration that lets users share findings with others as fast as they discover them

Ask and Answer Questions at the Speed of Thought

Analytic insights become game-changing decisions with the ability to uncover and communicate what the numbers say. Tableau's live connector to Vertica provides a seamless path to conducting real-time visual analysis. With Vertica, data is optimized upon loading. No need to re-create data structures, no data silo explosion, and no questions about data timeliness. Just point Tableau at Vertica and go. Billions of rows of data delivered in real-time is a dream come true. Vertica makes this dream possible by providing real-time analysis and access to data, Tableau makes this possible by helping communicate the value of what the data says.

Tableau lets users work with their data, visually and interactively. With a click of a mouse, Tableau shows data in a way that makes sense,

whether it's a pie chart, a detailed map or anything in between. Tableau lets users interact with charts, reports and dashboards in real-time, answering questions about your Vertica data at the speed-of-thought.

Analytics Everywhere™

Getting business users equipped to take full advantage of the analytics infrastructure is critical for applications and organizations of all types and sizes. Vertica and Tableau were designed with the business user in mind. With point and click simplicity, individuals can deploy Vertica and Tableau and begin investigating the data that matters most. Once created, reports and dashboards are easily shared, which gets teams investigating to find insights to propel the business. With business users enabled for virtually self-service business intelligence, IT is free

to focus on the best data infrastructure possible, rather than running someone else's reports. Real-time Big Data is a competitive advantage. Real-time Big Data that you can quickly visualize is unstoppable.

About Vertica

[Vertica, an HP Company](#), is the leading provider of next-generation analytics platforms enabling customers to monetize all of their data. The elasticity, scale, performance, and simplicity of the Vertica Analytics Platform are unparalleled in the industry, delivering 50x-1000x the performance of traditional solutions at 30% the total cost of ownership. With data warehouses and data marts ranging from hundreds of gigabytes to multiple petabytes, Vertica's 600+ customers are redefining the speed of business and competitive advantage. Vertica powers some of the largest organizations and most innovative business models globally including Zynga, Groupon, Twitter, Verizon, Guess Inc., Admeld, Capital IQ, Mozilla, AT&T, and Comcast. To learn more about Vertica, visit www.veritca.com and follow us on Twitter (<http://www.twitter.com/vertica>).

About Tableau

Tableau Software helps people see and understand data. Ranked by Gartner in 2011 as the world's fastest growing business intelligence company, Tableau helps anyone quickly and easily analyze, visualize and share information. More than 7,000 companies get rapid results with Tableau in the office and on-the-go. And tens of thousands of people use Tableau Public to share data in their blogs and websites. See how Tableau can help you by downloading the free trial at www.tableausoftware.com/trial.

Analyzing Hospital Profitability by Market

