IBM PureData System for Analytics Mini Appliance

Bringing speed, simplicity and affordability to midsize organizations for big outcomes

Highlights:

- Make informed, optimized decisions using sophisticated analytics
- Speed time to value with a pre-configured, pre-tuned appliance
- Reduce cost and complexity with minimal ongoing administration
- Safeguard data with self-encrypting drives and rule-based governance policies
- Streamline deployment with rack-mount installation and load-and-go design

Organizations of all sizes can realize the promise of achieving significant, measurable business value from big data if they establish an information foundation that supports the rapidly growing volume, variety and velocity of data. While the potential value of data is clear, implementing a high-performance data warehouse solution can pose significant challenges, particularly for midsize organizations that don't have the same level of budget or IT resources as large enterprises.

IBM® PureData™ System for Analytics N3001-001—the PureData Mini Appliance—changes the dynamics of big data analytics for midsize organizations by providing a high-performance data warehouse appliance purpose-built to make advanced analytics simpler, faster, more accessible and more affordable. The appliance integrates database, server and storage into a single, easy-to-manage system. It includes in-database analytical functions for data preparation, predictive analytics, geospatial analytics and advanced statistics, including full integration with tools for business intelligence (BI) and visualization. Organizations gain the advanced analytical capabilities they need to cost-effectively extract valuable insight from growing data volumes.

Make decisions at the speed of thought

Today's marketers succeed by delivering personalized, relevant campaigns to customers at their point of decision. The more data marketers can obtain, and the more accurate and timely that data is, the better they can do their job. However, conventional BI tools often fail to keep pace with decisions that must be made in the spur of the moment. Instead, analysts are left waiting for minutes, hours or overnight for queries to run.

"Small to midsize customers who are invested or considering investing in software-based data warehouse solutions should really look at the PureData Mini Appliance. The appliance offers significant performance improvements over other software-based data warehouses, in a simple and self-contained environment, with a fraction of the operational maintenance costs."

— Liam O'Heir, Vice President of Sales, New England Systems

Powered by IBM Netezza® technology, the PureData Mini Appliance includes an asymmetric, massively parallel processing architecture that is optimized to run complex analytics on terabyte data volumes—10 to 100 times faster than traditional custom systems.[1] Fast query performance on analytical workloads enables rapid, responsive decision making anytime, anywhere to manage risk, enhance service quality, and improve business strategy and efficiency. With the ability to view information and events as they unfold, line-of-business managers can make smart predictions about customer needs and behaviors that drive revenue, increase loyalty and enhance satisfaction.

IBM PureData System for Analytics N3001-001 appliance

Achieve fast time to value through simplicity

The explosion of data flooding organizations today is more disparate and complex than ever before. Moreover, there is a steep increase in the number and roles of decision makers who need direct data access, along with a self-service solution to analyze the data meaningfully in the context of what's happening in other parts of the organization. These same decision makers are charged with making increasingly important decisions within rapidly shrinking windows of time.

Built with simplicity in mind, the PureData Mini Appliance is delivered ready to go for immediate data loading and query execution, leading to short deployment cycles and fast time to value. The appliance is easily incorporated into the data center with rapid installation into an existing rack. Its advanced data exploration and analysis capabilities enable business managers to quickly measure and monitor financial and operational performance, predict outcomes and plan for exceptional business results. From procurement and deployment to management and maintenance, the entire lifecycle of the PureData Mini Appliance is simplified—helping improve IT economics.

Run advanced analytics on a constrained budget

One barrier preventing many midsize organizations from realizing the benefits of advanced analytics is the perception that these solutions are too expensive to implement and too difficult to integrate with an organization's existing applications. Adding to the challenge, important functional data continues to live in departmental spreadsheets, making it difficult to pull together all that data, along with data from other sources, in a meaningful way without a large up-front hardware and software investment.

The PureData Mini Appliance delivers 10 to 100 times faster performance than traditional custom systems.[1]

"We had the new PureData System for Analytics up and running, delivering results in 24 hours. The appliance is simple and value is recognized quickly without the need to worry about indexing and/or tuning."

—Michael Schuckman, Director, Big Data and Analytics, Micro Strategies

Powered by Netezza technology with built-in expertise, the PureData System is specifically designed as a cost-effective, data warehouse appliance. It comes as a rack-mountable system that is installed into an existing rack. The pre-configured system easily integrates with existing applications and requires no additional investment in software infrastructure. The appliance requires minimal ongoing administration or tuning, while allowing organizations to realize a low total cost of ownership. Built-in security and data protection capabilities extend total system value without adding to the cost. Automatic encryption of data at rest helps safeguard data from unauthorized access.

Speed and simplicity at an unmatched value

The IBM PureData System for Analytics N3001-001 appliance comes big-data and BI-ready. In addition to the data warehouse appliance, the system includes software entitlements that enhance the out-of-the-box value of the appliance at no additional cost. Now with over USD350,000 in added software value,[2] the PureData Mini Appliance enables organizations to gain substantial cost savings compared to purchasing each of these software products individually. At the same time, they acquire the tools they need to unlock data's true potential:

- **Business intelligence:** IBM Cognos® BI software turns data into past, present and future views of an organization's operations. Consistent snapshots of business performance are provided in enterprise-class reports and independently assembled dashboards based on trusted information, enabling BI users to respond quickly to changing business needs. Five user licenses and one administrator license are included.
- **Data integration:** IBM InfoSphere® DataStage® and InfoSphere Data Click support integration and self-service provisioning for a growing variety of data and help shrink the time required to complete tasks. Business users can easily retrieve data and populate new systems, freeing up expert technical resources to focus on activities with higher returns. Processor Value Unit (PVU)-based licensing includes 280 PVUs of IBM InfoSphere DataStage 11.3, including two concurrent users of Designer Client and use of InfoSphere Data Click.
- **Hadoop data services:** IBM InfoSphere BigInsights™ 3.0 brings the power of Hadoop to big data analytics. Rich developer tools, powerful analytic functions and exceptional management capabilities give organizations a user-friendly solution for complex, large-scale projects. Five enterprise nodes are included in the offering—enough to manage up to 100 TB of Hadoop data.
- **Real-time analytics:** Analytics provided by IBM InfoSphere Streams performs analysis on data in motion with sub-millisecond response times, helping accelerate decision making and reactions to critical events. IBM InfoSphere Streams offers infrastructure support through features such as scheduling, load balancing and high availability. Two nonproduction user licenses for the IBM InfoSphere Streams Developer Edition are included.

Available as an add-on option:

- **Industry-specific business analytics:** Industry-specific data warehouse design models are available with comprehensive built-in expertise gained from more than 500 client engagements. The offering includes models for a variety of vertical industries, including banking, financial markets, healthcare, insurance, retail and telecommunications.

Manage big data simply and efficiently

The PureData Mini Appliance is designed to deliver high-performance analytics on large data volumes to enable deep business insights. The appliance provides midsize organizations with a fast, powerful and affordable analytical solution that is quick to deploy and easy to manage. It eliminates the need for complex database management tasks, such as defining and optimizing indexes and manually administering storage. With the PureData Mini Appliance, organizations can cost-effectively scale their analytical infrastructure while achieving enterprise-class reliability and data security—critical capabilities required by enterprises of all sizes across industry sectors.

Why IBM?

IBM Big Data & Analytics solutions deliver actionable insights decision makers need to achieve better business performance. IBM offers a comprehensive, unified portfolio of business intelligence; predictive and advanced analytics; financial performance and strategy management; governance, risk and compliance; and analytical applications.

For more information

For more information about IBM PureData System for Analytics, please contact your IBM representative or IBM Business Partner, or visit:
ibm.com/software/data/puredata/analytics

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IBM Corporation
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Produced in the United States of America
November 2014

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Actual available storage capacity may be reported for both uncompressed and compressed data and will vary and may be less than stated.

[1] Based on IBM customers' reported results. "Traditional custom systems" refers to systems that are not professionally pre-built, pre-tested and optimized. Individual results may vary.

[2] Based on combined US list prices of entitlements as of 10/17/2014 for IBM Cognos Business Intelligence, IBM InfoSphere DataStage, IBM InfoSphere Streams Developer Edition and IBM InfoSphere BigInsights.

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