UNCOVER THE POSSIBILITIES

Platfora is a comprehensive Big Data Analytics platform that empowers line-of-business users to gain valuable insights through interactive self-service analytics across all of their transaction, customer interaction, and machine data.

Big data presents a tremendous opportunity for enterprises across industries. According to IDC, over 90% of the big data created is from interactions and machine data with less than 10% from transactions. But to unlock value from big data, you need an interactive self-service analytics platform that natively leverages the deep processing power and scalability of Hadoop.

With all of your data sets centrally located in Hadoop, Platfora Big Data Analytics provides a 360-degree view across all of your critical touch points. You will be able to exploit known opportunities and discover powerful new value by analyzing data generated from the web, mobile apps, servers, social media, as well as your internal and external data sources. Using Platfora, customers have discovered new insights across multiple industries and use cases including web analytics, the Internet of Things (IoT), network security, and more.

The Platfora architecture consists of three layers:

- Interactive visual analytics which provides self-service access to all data
- Distributed In-Memory Acceleration to offload processing from the Hadoop cluster
- Deep processing which leverages the power of Hadoop

INSIDE PLATFORA BIG DATA ANALYTICS

Platfora Big Data Analytics unlocks exploratory use cases that were never before practical – or possible, with legacy business intelligence and data discovery tools. Platfora enables agile exploration of big data without burdening IT in the process. As a native solution for Hadoop, Platfora doesn’t limit your insights to pre-defined aggregates. Our in-memory architecture scales horizontally across infinite nodes to enable Big Data Analytics at scale with high-performance interactivity.
ABOUT PLATFORA
Platfora is the #1 native Big Data Analytics platform for Hadoop. Platfora puts big data directly into the hands of line-of-business people through self-service analytics that help them uncover new opportunities that were once impossible or impractical across transaction, customer interaction and machine data. An interactive and visual full-stack platform delivered as subscription software in the cloud or on-premises, Platfora Big Data Analytics is creating data-driven competitive advantages in the areas of security, marketing, finance, operations and the Internet of Things. Leading organizations such as Citi, Comcast, DirecTV, Disney, Edmunds.com, Opower, Riot Games, Vivint and The Washington Post use Platfora. www.platfora.com

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