



Deriving greater value from your Enterprise Data Warehouse

Drive down cost with the HPE Vertica Analytics Platform



Figure 1: Teradata or Oracle vs. HPE Vertica Analytics Platform

HPE Vertica benefits

Skip costly upgrades

The HPE Vertica Analytics Platform is a software-only SQL analytics solution.

Increase team productivity

Operations that took days, now take hours and hours now take seconds.

Be prepared for massive scale

Infinitely and easily scale your Big Data analytics solution.

Data warehouses are extremely large, exorbitantly expensive legacy software architectures tied to larger, costly hardware architectures built to accommodate large volumes of data.

Big Data, however, is threatening the very existence of the data warehouse—which is bursting at the seams just to contain this data. More importantly, the performance of traditional data warehouse architectures is rapidly degrading under pressure from the Volume, Velocity, and Variety of Big Data. The only way to keep up is to throw more money (a lot more money) at the warehouse operations—but even that, at some point, can run out of runway.

Warehouses have walls—but your Big Data Analytics Platform can't

Data today is external as much as it is internal—sensor, customer, operations, patient, sentiment, and a variety of other

data sources. This semi-structured and unstructured data simply cannot be stored in traditional data warehouses.

A “warehouse” implies that your data is stored away, but not easily accessible. This outdated approach is focused on keeping the data rather than using the data—and the bigger the warehouse, the dustier the corners become and the more challenging it becomes to find the data when you actually need to get answers.

No walls, No boundaries

So, you have made a major investment in your data warehouse. However, squeezing out marginal performance gains requires you to constantly invest in more hardware and services. There has to be a better, more cost-effective Big Data SQL analytics solution.

Real-world, bottom line results

| COMPANY | WITH TRADITIONAL DATA WAREHOUSE | WITH HPE VERTICA ANALYTICS PLATFORM | BUSINESS BENEFIT ACHIEVED |
|--|---|--|--|
| Leading online gaming company | <ul style="list-style-type: none"> • Could not achieve business-critical objectives | <ul style="list-style-type: none"> • Analyzing 70 billion rows per day in real time • Running 100x faster than other data warehouse in consideration • Adding 8 TB of raw data daily on a 230-node cluster • Store 2 PB of source data compressed to 500 TB • Generate 500–600 unique reports per day • Run 10,000 total reports per day | <ul style="list-style-type: none"> • Saved \$30 million USD by choosing HPE Vertica Analytics Platform instead of data warehouse solution vendor |
| Cardlytics | <ul style="list-style-type: none"> • Up to 20 hours to return a query result | <ul style="list-style-type: none"> • 40–80x faster (return queries as fast as 30 seconds) • 5 percent overall cost of legacy platform • 90 percent reduction in operational overhead (and can reassign personnel from maintenance to revenue-focused analytics) | <ul style="list-style-type: none"> • Achieved an ROI in three months • Increased average customer pipeline 10x • 200 new merchant prospects on a weekly basis, up from 20 per week on legacy platform |
| Global telecommunications company | <ul style="list-style-type: none"> • Processes took 14 hours • Cost \$120,000 USD per TB on license costs alone | <ul style="list-style-type: none"> • Processes take 1 hour • Cost less than \$5,000 USD per TB with license and hardware costs | <ul style="list-style-type: none"> • Save hundreds of thousands of dollars in license and hardware costs |
| Large U.S. bank | <ul style="list-style-type: none"> • Could not handle real-time scoring of credit cards (approvals or denials of credit cards) | <ul style="list-style-type: none"> • 4-node cluster 80 percent faster than a 12-node cluster at one-third of the cost | <ul style="list-style-type: none"> • Saved \$20 million USD in license costs on one initiative • Saved \$4 million USD in license and hardware costs on other initiative • Now meets SLAs |

Increasingly, organizations are supplementing or replacing their enterprise data warehouse solutions with the HPE Vertica Analytics Platform for these reasons:

- **Save millions of dollars in license and hardware costs**—With optimized data storage, you can store 10–30x more data per server than traditional data warehouses and save even more with a straightforward and affordable pricing model.
- **Improve performance by orders of magnitude**—Gain insights into your data in near-real time by running queries 50x–1,000x faster than legacy data warehouse solutions.
- **Skip the costly and cumbersome “refrigerator” upgrades**—The HPE Vertica Analytics Platform is a software-only solution, so you have the freedom to choose the hardware that suits your environment, and you can load and query data concurrently so you do not need to take your system offline for upgrades.

- **Increase team productivity and organizational value**—Because operations that took days now take hours and hours now take seconds, your analytics team can be more productive and answer business-critical questions on the spot.
- **Be prepared for massive scale**—Infinitely and easily scale your SQL analytics solution by adding an unlimited number of industry-standard servers or choose the pre-configured HPE AppSystem for Vertica, preparing your organization for success in the face of an onslaught of Big Data.
- **Minimize implementation and administration costs**—With built-in simplicity and support for industry standards, the HPE Vertica Analytics Platform can be installed and set up in days (not weeks or months) with fewer costly administration resources, less retraining, and budget-friendly implementation engagements.

Learn how you can store massive volumes of CDR data for a fraction of the cost of traditional databases and data warehouses

Big Data Analytics is an enormous opportunity, particularly for Communication Services Providers (CSPs) to create the intelligence for operating networks more efficiently, analyze the success of services, and create a better personal experience for customers in minimizing churn and increasing market share. However, enterprise data warehouses are exorbitantly cost prohibitive, preventing the storing and analyzing of Big Data in meeting these critical business objectives.

Contact your HPE account manager and learn how you can store massive volumes of CDR data for a fraction of the cost of traditional databases and data warehouses.

Learn more at hpe.com/vertica



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