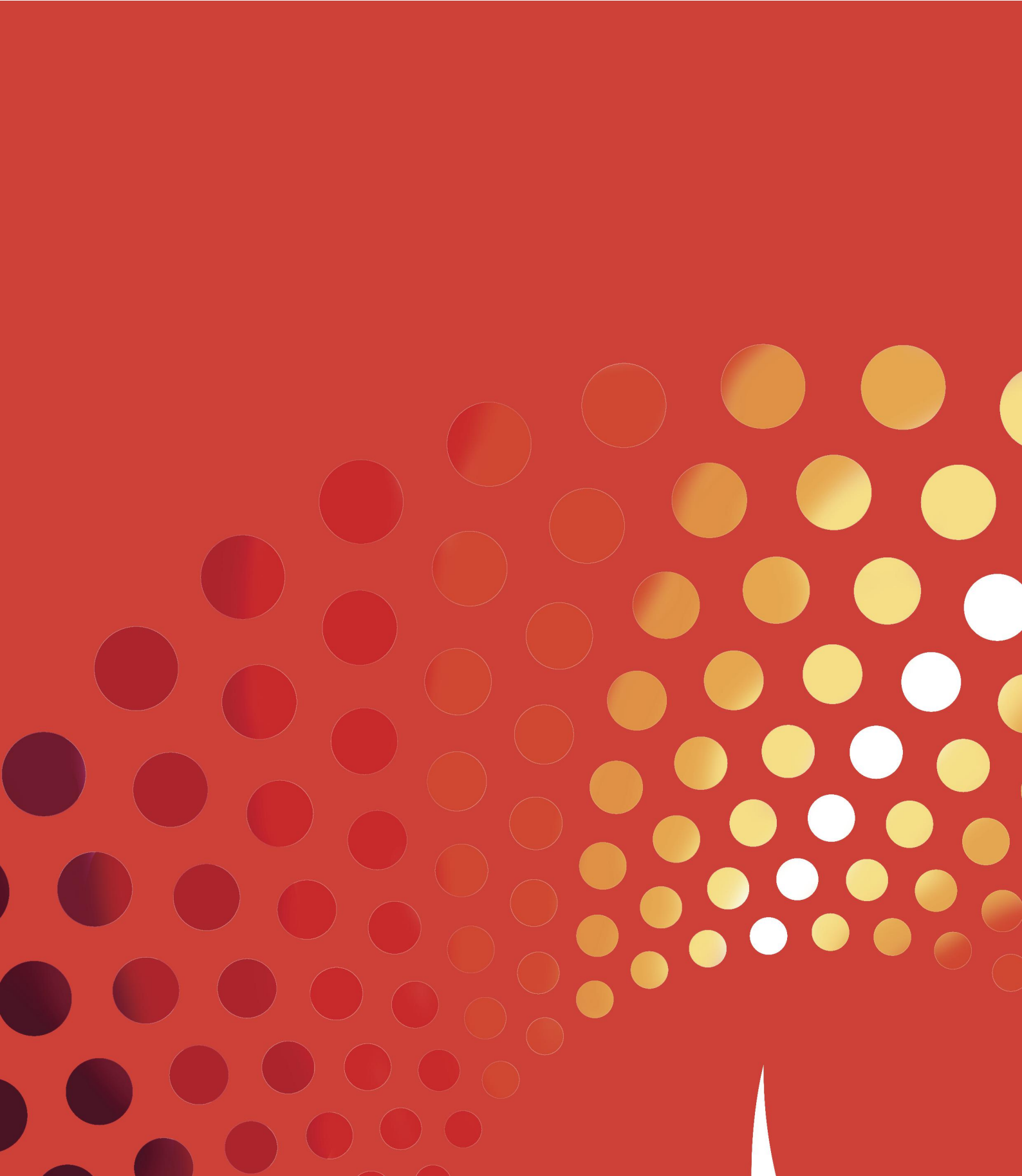# Ixiwa

synerscope

connecting the dots

DO YOU KNOW YOUR DATA?

BIG DATA IS NOT EASY

The collected amount of data is growing exponentially. An emerging trend is the use of unstructured, streaming and multi-media data.

Traditional Enterprise Data Warehouse Solutions (EDW) are designed for processing structured data.

Various advancements are appearing to address this problem on a technical level (Apache Hadoop).

However human analytic capabilities remain equal. Various innovations try to address this problem, using smarter software:

- *Smarter summarization*
- *Smarter infographics*
- *Machinelearning*

WHY SYNERSCOPE IXIWA?

Current data processing solutions are targeted at data-scientists and require significant technical capabilities and knowledge of 20+ software packages.

Another problem is: What data to use? How to find relevant data? Existing tooling does not help to find and collect data required for an analytics process and assume data is already available.

Once analysis is over, results of the analytics process are specific to one question or report and have little re-use value.

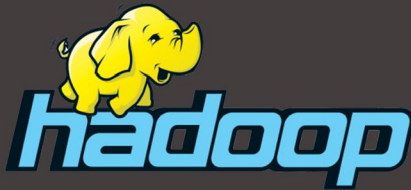synerscope

WHAT IS SYNERSCOPE IXIWA?

SynerScope Ixiwa is a self-service data management solution on top of Apache Hadoop. It provides business users the capabilities to quickly navigate, search, link and improve both structured and unstructured data.

- Manage Your data
  - Overview first
  - Search and Filter
  - Details on demand
- Data Virtualization: Manage and combine data independent from what data source
- Automate & Standardize data processing
- Govern your data. Not everyone is allowed/required to see all data
- Collaborate with others
- Harness the power of Apache Hadoop
- Export to SynerScope iximeer, SynerScope Notebook and third-party software

APACHE HADOOP

Apache Hadoop is an open-source software framework for distributed storage and distributed processing of large volumes of data. Advantages over legacy data warehouse solutions are unlimited scalability and the ability to process unstructured data [1].

Gartner considers Apache Hadoop one of the most disruptive technologies for current Enterprise Data Warehouse solutions [2].

SYNERSCOPE

SynerScope combines scientific research with years of field experience to help business users to use their data more effectively and efficiently. SynerScope offers a solution that combines high-performance interactive info-graphics, smart automatic data processing, and machine-learning and existing open-source software, while keeping human reasoning in the loop to help business users answer their questions in a quick and reproducible manner.

1. http://hadoop.apache.org
2. Gartner - Top 10 Strategic Technology Trends for 2016

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