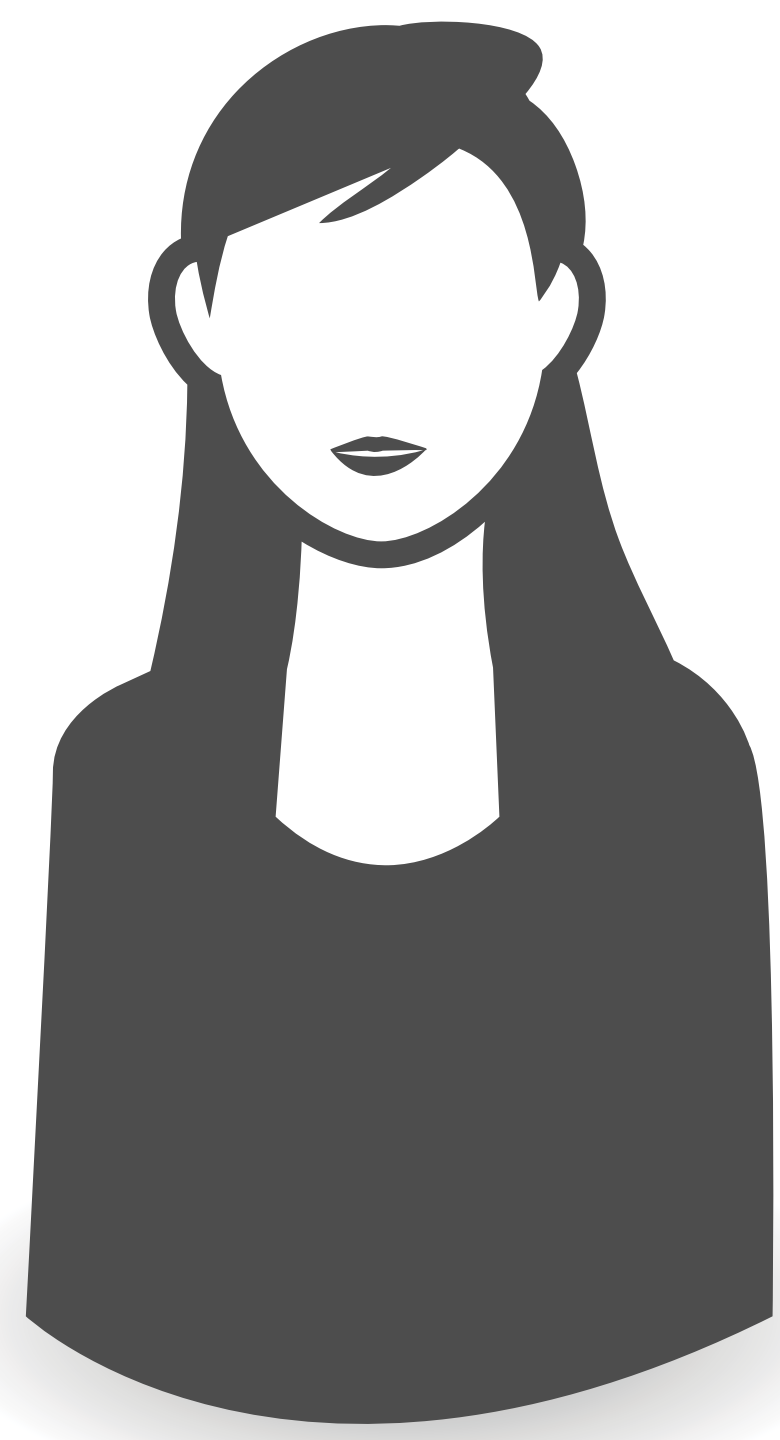


# Does your team have the right tools to accelerate data science?

"I've got to integrate and analyze a ton of data—and then explain my results to everyone else."



## Data scientist

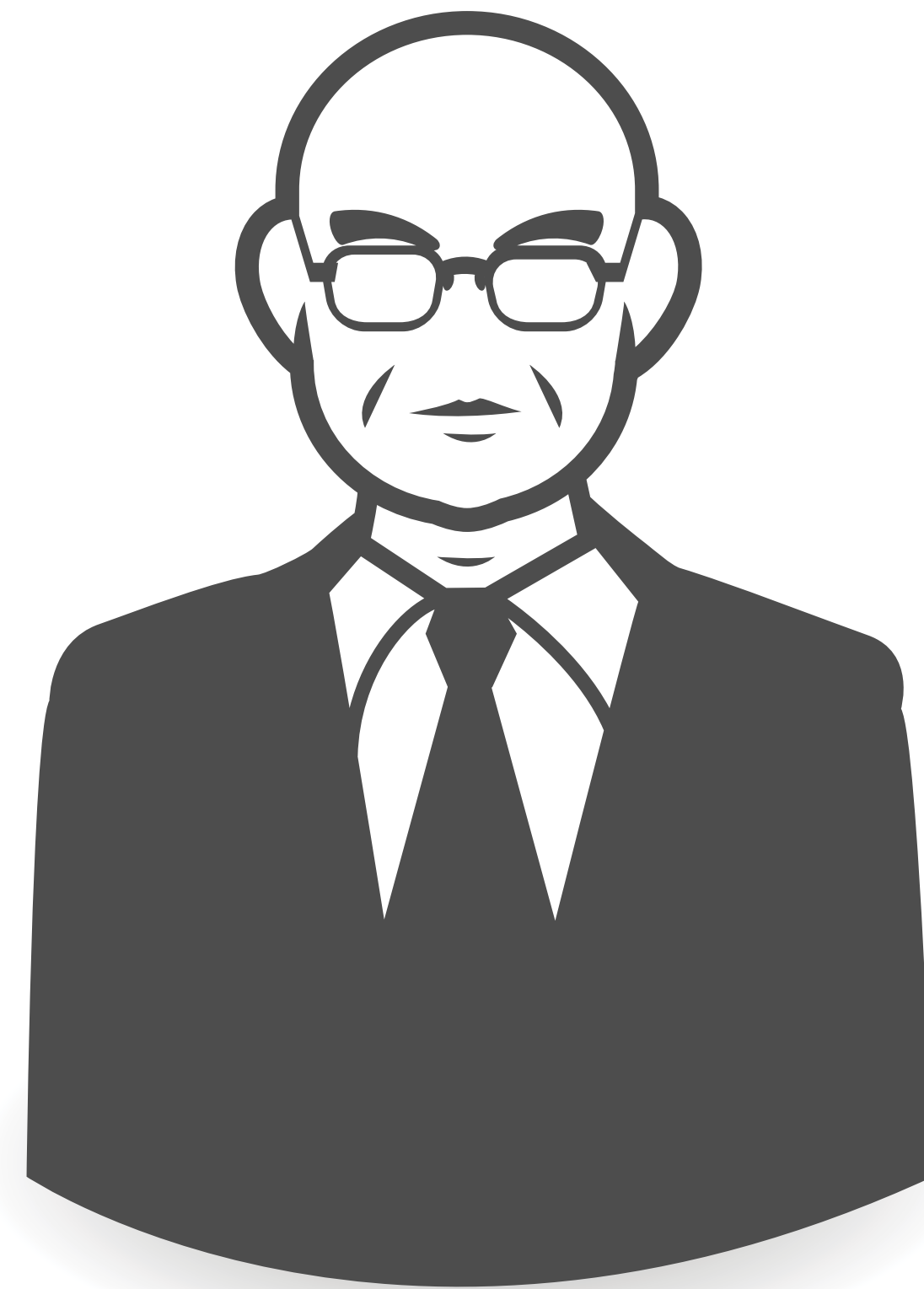
Data scientists translate business problems into data analysis. That means bringing together multiple data sources, quickly building predictive models to apply statistical analysis to large-scale data, evaluating the patterns and insights, and communicating the results to business and IT stakeholders.

### The IBM® BigInsights™ advantage: Advanced analytics without a steep learning curve

The **BigInsights Data Scientist module** lets you run statistical analysis across 100% of data in Hadoop and use familiar open source R to extract insights faster and more efficiently:

- **Big R** enables deep statistical analysis across the entire Hadoop cluster without sampling.
- **Machine Learning** provides robust statistics and stable machine learning algorithms optimized for Hadoop.
- **Text Analytics** allows you to extract insight from unstructured data with existing tooling, incorporating information from call center records, customer documents and more at massive scale.

"I need an easier, faster way to visualize information so I can take the right action."



## Business analyst

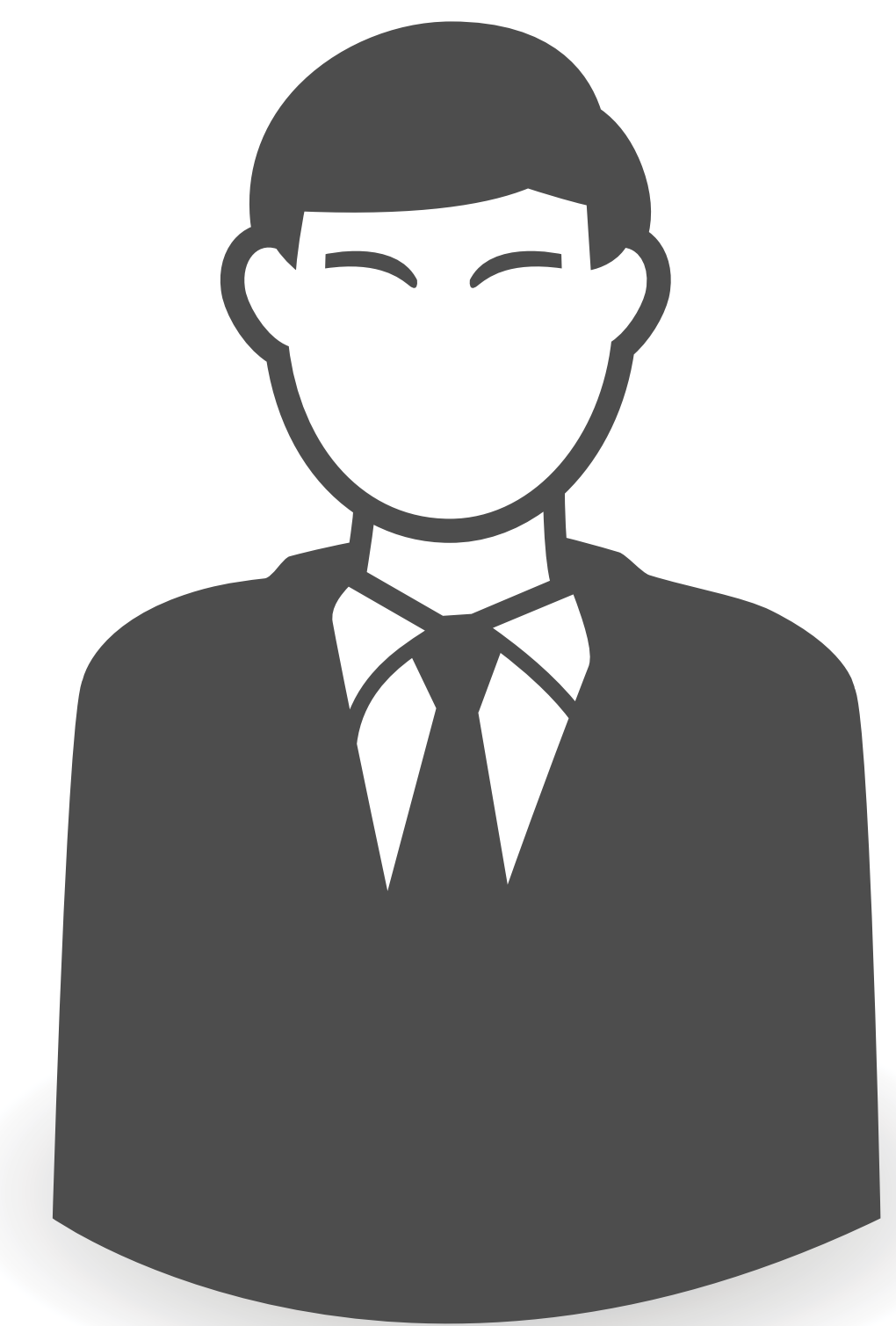
Business analysts need to link Hadoop-based analytics with business context so they can drive decisions for the broader organization. Speed is of the essence: faster data processing means faster time to action. Anything that makes it easier to integrate analytics and explore big data—without involving IT—adds an advantage.

### The IBM BigInsights advantage: Complete, fast big data exploration

The **BigInsights Analyst module** puts speed and context at analysts' fingertips so they can anticipate customer needs and build strong relationships within and between business departments. It includes:

- **IBM BigSheets**, a web-based spreadsheet-style data manipulation and visualization tool. It allows business users to access and analyze data in Hadoop without knowing Hadoop scripting languages or MapReduce programming.
- **Big SQL**, the IBM-designed SQL-based interface to BigInsights, lets you leave data in its current location and analyze it where it sits, leading to high availability and enhanced performance. It's the fastest and most capable SQL engine on Hadoop.<sup>1</sup>

"I've got to keep performance high and security tight while dealing with all of this new data."



## IT administrator

IT administrators are in the center of the storm when it comes to provisioning data for BigInsights and Hadoop. Multiple users and departments with different needs send requests, but resource-constrained managers have to prioritize staff and infrastructure across the entire company. Data security and availability are constant concerns.

### The IBM BigInsights advantage: Cost-efficient high performance

The **BigInsights Enterprise Management module** enhances Hadoop performance and reliability while avoiding the need for additional infrastructure:

- **Multi-tenant scheduling and multi-instance support** enhance scalability by allowing multiple installs of BigInsights on the same cluster with data isolation and resource sharing.
- **IBM Spectrum Scale™**—a highly fault-tolerant, POSIX-compliant file system—is designed to be transparent to Hadoop applications while giving administrators greater control and integration with other enterprise systems.

Plus, BigInsights offers the advantage of open source through the IBM Open Platform with Apache Hadoop. A 100% standard Hadoop distribution, it extends open source components with additional capabilities including:

- **Apache Spark**, a high-performance, flexible big data processing framework
- **Apache Ambari** Hadoop cluster administration GUI
- Open source currency updates, including Hadoop 2.6

**Ready to realize your data potential? IBM BigInsights for Apache Hadoop has the enterprise-grade analytics and performance capabilities you need.**

Get the no-cost BigInsights Quick Start Edition at [ibm.com/software/data/infosphere/biginsights/quick-start](http://ibm.com/software/data/infosphere/biginsights/quick-start) or check out IBM BigInsights on Cloud at [ibm.com/software/products/en/ibm-biginsights-on-cloud](http://ibm.com/software/products/en/ibm-biginsights-on-cloud)  
To learn more about Hadoop for the enterprise, visit [ibm.com/hadoop](http://ibm.com/hadoop)

<sup>1</sup> "The Real SQL over Hadoop Story: Experiences from the Hadoop-DS benchmark." 2014. [http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&appname=SWGE\\_IM\\_EZ\\_USEN&htmlfid=IMW14800USEN&attachment=IMW14800USEN.PDF](http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&appname=SWGE_IM_EZ_USEN&htmlfid=IMW14800USEN&attachment=IMW14800USEN.PDF)