



Hortonworks Just Got Even Better

If you use a Hortonworks distribution of Hadoop to host your data lake this insight's for you. By now you'll know how powerful hosting your business analysis on Hortonworks can be and with more and more data sources being made available daily, you're able to gain business insights like never before.

To realize the full potential of data hosted on Hortonworks you must connect all of your data sources together and that's where the problems start. Before you can glean the business insights on your visualization tool you must:

- Acquire the data sources you will need to analyze
- Search the data sources to find relevant information
- Normalize the data – provide structure to unstructured data with OneParse™
- Cleanse and/or enrich the data
- Transform the data by combining two or more data sets together
- Visualize the results by structuring the data in such a way it can be viewed by your BI tool of choice

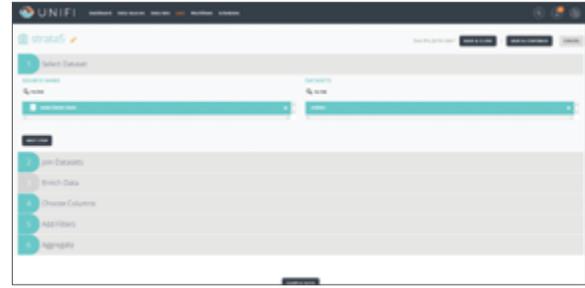
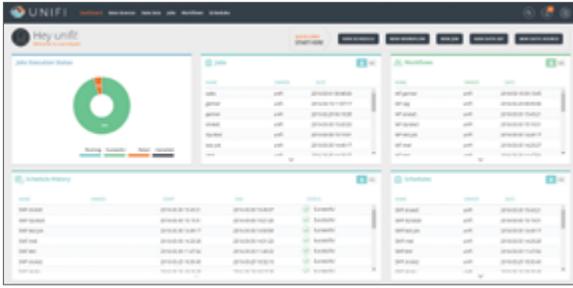
This generally means a call to the IT department and the incredibly helpful, but overworked, software gurus who perform these tasks for you. The problem is the technologists are never really clear on the insight you are trying to obtain so this process can be time consuming and frustrating.

Unifi Hortonworks

The Unifi suite of data integration tools makes your Hortonworks infrastructure even more powerful. No more waiting for IT, no more frustrating phone calls. Simply use Unifi to search for your available data sets, select any and all you want and combine away. It really is that simple. And because Unifi is certified on Hortonworks you can be assured that the two systems will work seamlessly together.

Under the covers we're working like crazy to normalize your data, combine the data sets together and present it in such a way that Tableau just eats it up. It really is secret sauce that makes your life just a little sweeter.

Once you have your data sets entered and combined, all achieved without writing a single line of code, we promise—No Java Map Reduce programs for you, your data is ready to be exported to your visualization tool and analyzed immediately. Need to add more data sets? Need to combine the data a different way? No problem, simply open Unifi and repeat until satisfied.



More Visualization Less Hassle

Our intuitive user interface lets you quickly and easily select various data sets, and with a few clicks start analyzing and deriving insights. No more calling IT, no more waiting! What's more, because Unifi is so simple to use, you'll be pursuing "what if" scenarios with your data before you know it and getting the kudos you deserve as one of the overworked and underpaid business analysts at your company. As an added bonus, your IT guys will love it because you don't keep calling them.

The Sum of the Parts

Hortonworks with Unifi really is the perfect combination for any business analyst who wants to be more productive, to analyze more data in less time and reduce the number of headaches from their business lives.

Because Unifi runs natively on your Hortonworks Hadoop infrastructure, there's no need to export data sets to other hardware to process then import it back to Hadoop for visualization. It all happens in Hortonworks, this means super-fast processing and reduced time to insight.

The only problem now is you'll have to come up with another reason why you're sitting around waiting for data processing!