



OpenText™ Big Data Analytics

Putting the power of advanced analytics in your hands

OpenText Big Data Analytics provides business users with a fuller understanding of customers, markets, and business operations formerly available only to specialized data experts

Businesses need advanced analytics to understand their customers (through profiles, segments, relationships, and forecasts), markets (via techniques including buyer identification, risk analysis, and channel evaluation), and business operations (represented by staffing, resource management, efficiency, and other metrics). They also want to effectively manage their IT budgets and leverage expert resources as needed to ensure success. OpenText Big Data Analytics meets those requirements. Its analytics engine enables business users to analyze big data with total flexibility and ease, leveraging advanced and predictive analytics techniques without complicated data modeling.

Key Features:

All your data in a single view

OpenText Big Data Analytics can read virtually any data source, from the simplest flat files to your most complex databases and online data sets, so data from all sources is available in one place. Accessing CSV files is a do-it-yourself operation for users, and OpenText experts facilitate connections to other sources. The product has native connectors for popular SQL databases, an Open Database Connectivity (ODBC) driver for custom sources, and a remote data provider option for loading data from a web address. Once data sources are connected, users have access to extensive built-in methods for data preparation, cleaning and enrichment, eliminating the need for costly, specialized “data engineering” applications.

No complex data modeling

OpenText Big Data Analytics eliminates the need for data cubes and complex pre-processing and modeling, minimizing IT workload. It incorporates data preparation tools—such as normalization, linear, logistic, or softmax scaling—that make it even easier for users to enhance their data without intervention or help from pure data scientists.

Clean and enrich your data on the fly

OpenText Big Data Analytics is equipped with tools to audit, clean, enrich, decode, and massage your data at the speed of thought. Users can create fields that aggregate, rename, or calculate expressions for existing values within the database, as well as generate ranges, groups, or rankings, according to the specific needs to answer each business question on the fly.

SUMMARY

OpenText™ Big Data Analytics combines speed, ease of use, and powerful advanced and predictive analytics in a single, affordable end-to-end solution. It handles data from virtually any source and provides versatile techniques that enable organizations to get maximum value from their data. The Cloud option also provides the flexibility and support of the OpenText Cloud to deliver a compelling offering for any organization that wants to accelerate its big data initiatives and get the most out of its IT investment.

BUSINESS VALUE

Fast time-to-analysis: Visual interface lets business users quickly blend and analyze all their data for better, more accurate results

Powerful capabilities: Versatile data input and data engineering techniques, coupled with advanced and predictive analytic algorithms and flexible output options to distribute insights across the entire organization

Reduced IT investment: The Cloud option minimizes work for the IT department and eliminates expensive on-premises hardware and associated staff

High performance

The fast columnar database in OpenText Big Data Analytics enables data exploration and analysis dramatically faster than traditional relational databases and can make sense of billions of records in seconds, all in a simple drag-and-drop experience, without typing a single line of code.

Use powerful advanced analytical algorithms

OpenText Big Data Analytics gives everyday users access to analytical algorithms formerly available only to data scientists. These techniques, optimized and hard-wired into the product, allow business analysts to go from raw data to advanced and predictive analytics with a few clicks. Going forward, users can access the most commonly used analytical techniques—such as crosstabs, Venn diagrams, bubble charts, or maps—via a visual, drag-and-drop interface to data mining methods for anomaly detection, association rules, clustering, profiling, segmentation, decision trees, Naive Bayes classification, correlation, linear and logistic regression, summarization, and pattern mining. These data mining methods feed the product’s predictive analytics capabilities, enabling forecasting capabilities useful in CRM, cross-selling, customer retention, fraud detection, risk management, and other domains. All of these powerful techniques are presented dynamically and visually for ease of use by business analysts.

Enabling data-driven organizations

OpenText Big Data Analytics workflow is a function that enables you to automate tasks, optimize business rules, systemize processes, and make collaborative decisions that boost business productivity and efficiency. The system monitors key factors, detecting variables out of the expected value, and triggers the appropriate actionable insights. This will allow you to predict and anticipate any issue, facilitate the decision-making process, reduce risks and help your business to be more efficient and competitive. In addition, any achieved insights can be scheduled and distributed massively to key stakeholders within the organization by publishing the analysis into OpenText™ Information Hub, or embedding them in any other application, including mobile devices.

Deployment Options:

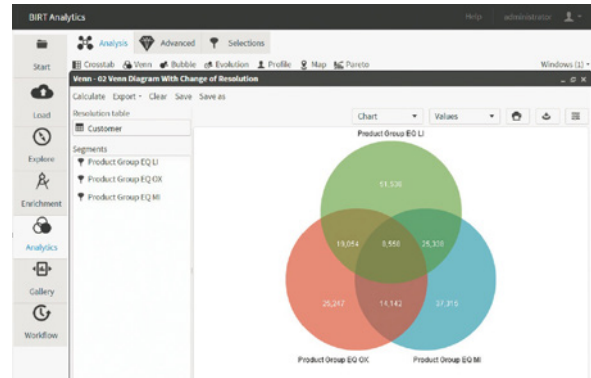
OpenText Big Data Analytics can be deployed both on premises or in the cloud, according to the needs of every organization.

OpenText Big Data Analytics in the cloud

Along with the benefits that OpenText Big Data Analytics brings to the business, such as powerful analytics, velocity, and user autonomy, the cloud deployment option allows customers to accelerate their big data initiatives with bundled professional and learning services, delivering a complete solution for business analysts seeking to leverage predictive and prescriptive analytics at the speed that the business demands.

In-depth, five-day training modules are available, tailored to specific user types within customer organizations. OpenText has also created consulting packages ranging from five days of “get started quickly” assistance to an intensive, customized 25-day program that uses the customer’s own data to give novice users deep, practical knowledge of the product. These bundled services accelerate time to value from your OpenText Big Data Analytics deployment.

The Analytics-as-a-Service delivery carries other benefits for organizations, such as transforming capital expenditures (CapEx) into operating expenditures (OpEx), simplifying IT investment with simple, tiered subscription pricing, and ensuring data sovereignty with more than 30 data centers around the globe while managing their data in a secure environment. And because the application runs on the OpenText Cloud, it is backed by a global, scalable, and secure infrastructure.



The interactive Venn diagram is one of many OpenText Big Data Analytics techniques for understanding data.

Backed by OpenText Managed Services

OpenText provides more than simple hosting on a public cloud for Big Data Analytics. The application is delivered and maintained by the OpenText Managed Services team, which provides customers with peace of mind and confidence that the software is always up to date and expertly maintained, and that any issues will be addressed quickly and accurately. Cloud customers have access to many skilled resources within OpenText:

- **IT operations** - Monitors and manages the Big Data Analytics application and the infrastructure supporting it; manages storage allocations; applies patches, updates, and upgrades; and more. To ensure reliability and predictability, the IT Operations group uses standard ITIL processes for incident, change, and problem-handling in OpenText data centers.
- **Delivery manager** - Serves as a single point of contact to coordinate cross-functional activities and escalation of support issues between Cloud Support, Product Support, and Engineering. The Delivery Manager also provides periodic business reviews and updates to customers, assists with billing and renewals, and delivers product enhancement requests from customers to engineering.
- **Cloud support** - Receives and manages customer issues 24/7. Available via telephone or the OpenText My Support portal, the Cloud Support team triages customer issues and resolves many of them directly. When an issue escalates to infrastructure, application, or product teams, Cloud Support personnel maintain responsibility for the issue with the customer.

Pricing

Multiple pricing and service tiers make OpenText Big Data Analytics ideal for advanced analytics applications of any scale—from small departmental uses to massive, enterprise-scale projects that demand immediate analysis of billions of rows of data.