OpenText™ Big Data Analytics in the Cloud

Advanced analytics delivered via managed cloud services provide versatile capabilities without IT headaches

OpenText Big Data Analytics is the first Analytics as a Service (AaaS) offering from OpenText. It provides business users with a fuller understanding of customers, markets, and business operations that formerly was available only to specialized data experts—all without IT hardware investment and backed by the OpenText Managed Cloud Services team.

Businesses today 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 answers 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. And because OpenText Big Data Analytics is hosted on the OpenText Cloud and supported by experts from OpenText Managed Cloud Services, businesses avoid the time and expense of standing up on-premises hardware and hiring expensive personnel with specialized knowledge.

Blend and Analyze Data Quickly, at Massive Scale

OpenText Big Data Analytics can read virtually any data source, from the simplest flat files to your most complex databases and online data sets. Accessing CSV files is a do-it-yourself operation for users, and OpenText experts facilitate connections to other sources. The OpenText Cloud team can use the product's 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 cleaning and enriching, eliminating the need for costly, specialized "data engineering" applications.

With OpenText Big Data Analytics, data from all sources is available for analysis in one place. Data exploration involves a simple drag-and-drop operation that requires no complex data modeling. The product's advanced and predictive analytics techniques are

SUMMARY

OpenText™ Big Data Analytics combines powerful advanced and predictive analytics with the flexibility and support of the OpenText Cloud to deliver a compelling offering for any organization that wants to analyze Big Data fast. It handles data from virtually any source and provides versatile techniques that enable organizations to get maximum value from their data and their IT investment.
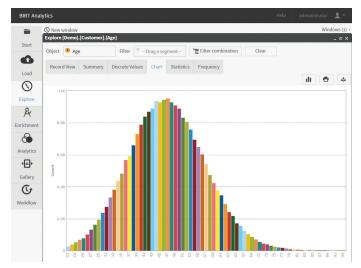
BUSINESS VALUE

- *Fast time-to-analysis: Visual interface lets business users quickly blend and analyze all 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*
- *Reduced IT investment: Backed by OpenText Cloud experts, minimizing work for the IT department and eliminating expensive on-premises hardware and associated staff*

built for performance: The fast columnar database in OpenText Big Data Analytics enables data analysis 1,000 times faster than traditional relational databases and can make sense of billions of records in seconds.
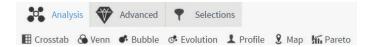
Use Powerful Advanced Analytics Algorithms

In addition to powerful capabilities for data import, export, filtering, and exploration, OpenText Big Data Analytics provides a range of industry-leading data engineering and enrichment methods. These enable users to aggregate and decode data, build expressions to create calculated fields, create numeric and quantile ranges, build parametric columns consisting of query-based values, and rank records.
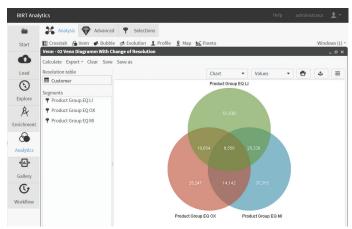

Data is instantly presented in a variety of interactive formats.

In addition, the product gives everyday users access to analytic algorithms formerly available only to data scientists. These algorithms are optimized and hard-wired into the product and accessed via the Analysis window.

- **Crosstab** - Allows you to cross multiple data fields– either within the same database table or from different tables–and display the results as dynamic tables and graphics.
- **Venn** - Diagrams that visually identify coincidences and differences between up to five data segments for rapid discovery.
- **Bubble** - Diagrams that show the distribution of categorical data across two axes of numeric variables. A third variable can affect the size of the bubbles that represent the data. Results of bubble analyses can also be viewed in table form.
- **Evolution** - Analysis that shows data progression over time. Visually, evolution analyses resemble bubble diagrams, but the spheres representing data move to show time passing. The user can freeze playback and adjust the time interval.
- **Profile** - Analysis that groups values and determines relatedness to a profile segment. Users can easily see how individual attributes contribute to the overall profile. Results are presented in a table that visually represents statistical relationships (known as Z-score).
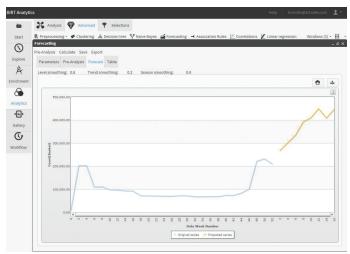
- **Map** - Analysis that displays data on a choropleth map, in which different colors or shades represent the magnitude of data values. Multiple maps with region names are encoded in the product, and new maps can be added.
- **Pareto** - Analysis that is the algorithmic expression of the 80/20 rule. It enables users to see if and how their data conforms to that rule.

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

Users of OpenText Big Data Analytics access these advanced analytics algorithms via a visual, drag-and-drop interface, with no coding required. Analyzed data can be exported or presented in various data visualizations.

OpenText Big Data Analytics also provides data mining methods for anomaly detection, association rules, clustering, 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. Again, all of these powerful techniques are presented dynamically and visually for ease of use by business analysts.

Forecasting, represented by the brown line at the right of the chart, is part of OpenText Big Data Analytics' advanced analytics capabilities.

Backed by OpenText
Managed Cloud 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 Cloud 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 MySupport 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.

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. OpenText teams apply their expertise to management and optimization of the platform and the OpenText Big Data Analytics application. And because the application runs on the OpenText Cloud, it is backed by a global, scalable, and secure infrastructure.

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. Dedicated OpenText teams and reliable, trusted cloud technology in OpenText data centers ensure that data security and sovereignty requirements are met and exceeded.

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