



in collaboration with

Harness 100 Percent of Your Data

Cisco and MapR Help You Rapidly Unlock
Big Data Insights

in collaboration with

MAPR.

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01 Big Data Is Helping Lead Digital Transformation

If your organization isn't using the profusion of data created by digital and mobile devices and the Internet of Things (IoT), it's not too late. Big data provides an abundance of information that your business can use to unlock valuable insights, make real-time decisions, and increase automation.

Yet many companies struggle to make sense of the volumes of semi structured and unstructured data from video, social media, machine sensors, and other sources along with their traditional databases. In these cases, more data isn't good news – it's overwhelming.

To unlock the true value of big data, you need an analytics-ready infrastructure and a converged data platform to extract data from many sources, transform that data with analytics applications, and make data usable in a manner that's fast, secure, easy to manage, and scales to meet changing needs.

With a high-performance platform like the MapR Converged Data Platform, you'll harness 100 percent of your data – including event streaming data – to gain insights that affect business as it happens, support mission-critical workloads with ease, and gain a competitive advantage. This digital transformation takes place happens in the data lake: a large-scale storage repository and processing engine that allows you to access and uses the data.

There's More Data Than Ever

- Every minute up to 300 hours of video are uploaded to YouTube.¹
- Less than 0.5 percent of all data is ever analyzed or used.²



Management Science Associates (MSA): Putting the Power of Data to Work with Cisco and MapR (2:50)

[Watch Video](#)

¹ Bernard Marr, Big Data: 20 Mind-Boggling Facts Everyone Must Read, Forbes, September 30, 2015

² Ibid.

Organizations using data-based intelligence are emerging as leaders in their industries.

02 Unlock Big Data Opportunities with Cisco and MapR

With a platform optimized for big data analytics and real-time actions based on the data, your business can save time, increase revenue, and protect your valuable data against evolving security threats. From reducing time to market for new products and services, to improving financial performance, reducing risk, and selling more intelligently, the right big data solution can unlock the data and take your business to new heights. Cisco and MapR provide the keys.

Cisco and MapR have partnered to create an industry-leading data platform to help you transform your big data into actionable insights. Cisco UCS® Integrated Infrastructure for Big Data is a highly scalable architecture that includes computing, storage, connectivity, and unified management capabilities. The MapR Converged Data Platform integrates the power of Hadoop and Apache Spark with global event streaming, real-time database capabilities, and enterprise storage, enabling customers to harness the enormous power of their data.

Cisco and MapR help you to transform big data into actionable insights.

The joint Cisco® and MapR solution delivers the exceptional performance, simplified management, and superior scalability that businesses need to take advantage of big data opportunities. For example, Liaison Technologies, a cloud-based solutions provider that helps organizations integrate, manage, and secure data across the enterprise, needed to help ensure high availability for data management services and maintain compliance. Liaison chose Cisco and MapR to provide the computing power and deliver a robust, secure, enterprise-class framework. Liaison now has 80 times better performance and 99.999 percent availability.

The Value of Cisco and MapR

 <p>Exceptional Performance</p> <p>Rapidly organize and store data to gain business insight</p>	 <p>Simplified Management</p> <p>Maintain systems with little effort</p>	 <p>Superior Scalability</p> <p>Scale functions and features over time</p>
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The Scoop on Hadoop

73 percent of organizations have invested or plan to invest in big data by 2016.¹

Hadoop stores and analyzes structured, semi-structured, and unstructured data to:

- ➔ Reduce data warehouse costs
- ➔ Decrease time spent managing data
- ➔ Provide real-time data-based insights

¹ Gartner. Gartner Survey Reveals that 73% of Organizations Invested or Plan to Invest in Big Data in the Next Two Years. September 17, 2014.

03 Rapidly Gain Business Insights and Adapt to Changing Needs

Cisco UCS Integrated Infrastructure for Big Data and the MapR Converged Data Platform deliver the business benefits you need to remain competitive. The joint solution makes it easy to rapidly organize and store data, maintain systems with little effort, and scale functions and features over time.

With Cisco and MapR, you can process data faster than ever, handle more bandwidth with low latency, and automatically reduce downtime and data loss. You'll be able to easily access and use the data that your business needs to thrive.

- With simplified management, you can reduce firmware upgrade time from 16 hours to 2 hours and use industry tools to simplify Hadoop deployment.

- With built-in multitenancy, Cisco UCS and MapR enable easy segmentation of information, providing a high level of control over information and tasks in the data lake
- With superior scalability, Cisco UCS servers and MapR platform can easily scale to hundreds of servers for lower total cost of ownership (TCO) and a best-in-the-industry return on investment (ROI).

Cisco UCS and MapR Provide Big Data Performance, Management, and Flexibility

34 percent faster database performance than competitors¹

84 percent reduction in server provisioning time²

320 servers running on a single data center rack³

Hadoop+Web-scale Storage+ Database from MapR and Cisco

[View Infographic](#)

Transforming Business in Real Time Through Data-Driven Insights

[View Brochure](#)

¹ Cisco UCS performance brief, 2104

² CITO Optimized Data Engineering White Paper, 2014

³ Cisco M-Series Modular Server datasheet, 2015

04 Businesses in Every Industry Are Using Big Data to Make a Big Impact



Cisco and MapR Transform the Delivery of Hadoop Technology

Watch Now

Leading organizations across industries are realizing the value that a big data and analytics solution can bring to their businesses. The Cisco and MapR solution offers the flexibility to implement innovative use cases that offer big business benefits.

Develop innovative data services

Quantum, a leader in data-based insights, needed a solution that would help them develop innovative data services, perform rigorous analytics, and improve software and hardware capabilities. With the Cisco and MapR platform, Quantum achieved a 92 percent reduction in query time with improved accuracy, and a 30 percent reduction in time spent managing data clusters.

Reduce time to market

A leading biopharma company reduced trial simulations time by 98 percent, optimized dose levels, and increased safety.

Optimize the workforce

A document technology organization used big data and analytics to identify causes of high employee turnover and determine ways to improve employee engagement, and then used that information to reduce the attrition rate by 20 percent.

Improve financial performance

A weather company now yields 2.2 billion unique forecast points, which retailers, insurance companies, and energy companies use to adjust staffing and supply-chain strategies in realtime.

Sell more intelligently

A leading grocery chain personalized direct mailers and achieved a coupon return rate of 70 percent, which, along with other loyalty reward programs, accounted for 25 consecutive quarters of financial growth.

Big Data Has Big Traction with CIOs

64 percent have already invested heavily in big data.

69 percent say that big data is a critical or high priority for their business.¹

¹CDC Sixth Annual Global Survey 2014-2015.

05 Why Are You Waiting? Your Competitors Aren't.

Your organization's data can reveal insights that support real-time decision making, increased efficiency, and better experiences for customers and employees—so what's holding you back? With Cisco UCS and MapR, you can take full advantage of all the structured, unstructured, and even event streaming data to promote innovation throughout your business.

- Efficiently analyze petabytes of information with record-breaking speed.
- Simplify management with workload automation.
- Easily scale storage and computing resources to meet changing business needs.

With a combined solution from Cisco and MapR, you can unlock big data opportunities today and prepare your business for a successful future.

Liaison Technologies goes big (data) with MapR and Cisco UCS.

Case Study

Contact Cisco and MapR today to learn how you can get the most value from your data.

Learn more at cisco.com/go/bigdata and mapr.com/partners/partner/cisco.

Why Cisco UCS? It's All in the Numbers.

E-book: [Big Data and Analytics for Dummies, Cisco Special Edition](#)

At-a-glance: [Cisco Capital](#)

IDC white paper: [The Business Value of Cisco UCS for Big Data](#)

Blog: [Cisco UCS Integrated Infrastructure for Big Data](#)

Chied technology officer tool: [Register to access our Advisor™ tool set.](#)

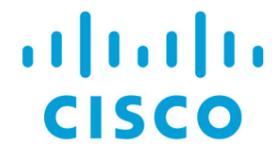
Tweets by MapR

MapR Technologies @mapr

6,139 TWEETS	348 FOLLOWING	101.6K FOLLOWERS	...
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MapR Technologies @mapr 3h
Fresh from the MapR blog: Selling Hadoop to the C-Suite: It's all about business value bit.ly/21PB9h2

MapR Technologies @mapr 5h
Are you registered for Big Data Everywhere in Ft. Lauderdale on May 12? Sign up here: bit.ly/24HfJI3 #BDE2016



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