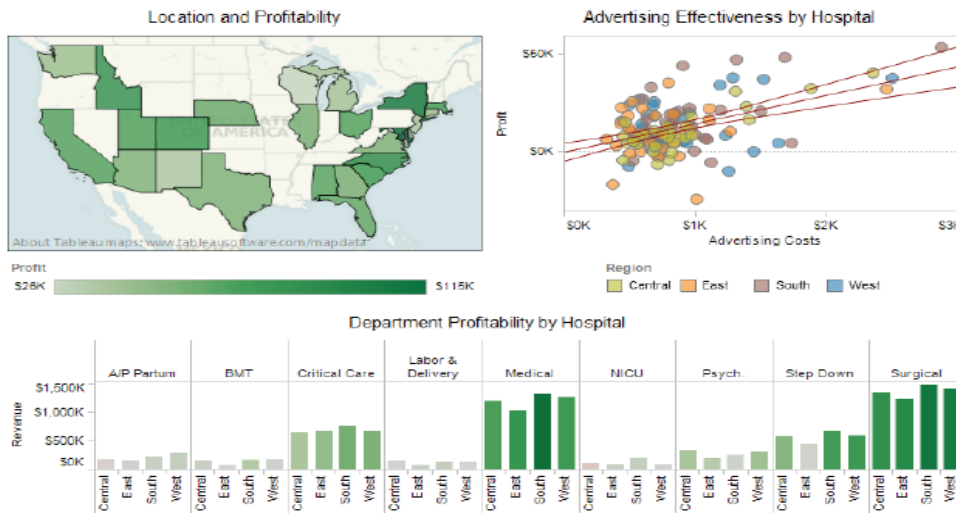


HP Vertica and Tableau



Analyzing Hospital Profitability by Market



“Tableau and Vertica let us rapidly understand customer behaviors and determine what’s working and what’s not...”

- David Botkin, VP - Business Intelligence, Playdom

Tableau extends HP Vertica business intelligence leadership with visual analysis. Tableau provides:

- Seamless integration with HP Vertica via an optimized, live connector
- Easy-to-use solution to visualize big data quickly and easily
- Interactive dashboards that let users drill-down, in real time, to ask questions and get answers
- Simple, easy collaboration that lets users share findings, quickly, when discovered, with others

HP Vertica & Tableau—Real-time big data, visualized

In today’s highly competitive business environment, change is constant. Maintaining a competitive advantage requires organizations to think differently and develop new core competencies derived from business intelligence information. Success and growth have become intrinsically linked with predictive data analytics. As companies collect and rely on data more frequently, the velocity, variety, and volume of data sources evolves daily. This creates higher levels of complexity and scale that traditional, or legacy, business intelligence tools were not designed to handle. While organizations grapple with these challenges and market demands, a new trend has emerged—data may be the new black, but information is gold. Welcome to the world of big data.

As industry markets have demonstrated, generous valuations and financial success are often rewarded to organizations capable of monetizing all business data—whether structured, semi-structured, or unstructured—in real time. A common theme amongst these revolutionary companies is the ability to harness powerful 21st century data management platforms as jointly delivered by Hewlett-Packard and Tableau. With industry-leading performance, flexibility, and scale, HP Vertica and Tableau help organizations to visualize trends and behaviors. The

power of an HP Vertica and Tableau joint solution comes from the capability to deliver advanced, complex analytics to all users on any device. HP Vertica and Tableau drive the democratization of data and analytics everywhere.

Deeper insights = greater value

Most analytic platforms are limited to structured data and require the use of summary data, cubes, or subsets of the raw data. Such limitations ultimately restrict the value and insights possible. With the HP Vertica Analytics Platform, companies are empowered to broaden its scope and analyze all of its data. Detailed granularity of data is maintained and advanced analytics, including geospatial, statistical, time-series, and pattern matching, can be applied. In addition, an SDK is available for custom procedural programming.

These unique capabilities enable actionable insights—the ability to engage and take action on information while it maintains relevance and value. HP Vertica customers can separate themselves from the competitive pack by producing value from massive skyscraper-sized chunks of data. Innovative companies around the world rely on HP Vertica Analytics Platform to create data assets that company competitors, which may still rely on traditional data warehouses or legacy analytics platforms, simply cannot match.



Resources

HP Vertica

For data sheets, case studies, white papers, videos, and recorded webinars, visit vertica.com/resources

For product details, see vertica.com/the-analytics-platform

Region

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150 Cambridgepark Drive
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Ask and answer questions at the speed of thought

With the ability to uncover and communicate what the numbers say, analytic insights can become game-changing decisions. Tableau's live connector to HP Vertica provides a seamless path to conducting real-time visual analysis. With HP Vertica, data is optimized upon loading. No need to re-create data structures, no data silo explosion, and no questions about data timeliness. Just point Tableau at HP Vertica and go. Billions of rows of data delivered in real time is a dream come true. HP Vertica makes this dream possible by providing access to data and real-time data analysis. Tableau makes the dream possible by helping communicate the value of what the data says.

Tableau lets users work with their data, visually and interactively, in real time, through charts, reports, and dashboards. With a click of a mouse, Tableau shows data in a way that makes sense, whether it is a pie chart, a detailed map or anything in between. Swiftly answer questions about your HP Vertica data at the speed-of-thought.

Analytics Everywhere™

For applications and organizations of all types and sizes, getting business users equipped to take full advantage of an analytics infrastructure is critical. HP Vertica and Tableau are designed with business users in mind. With point and click simplicity, users can deploy HP Vertica and Tableau and immediately begin investigating the data that matters most. Once created, reports and dashboards can be shared easily. Teams can begin investigations to find insights that propel business. With business users enabled through virtually self-service business intelligence, your IT department is free to focus on building and managing the best data infrastructure possible, rather than running reports for others. Real-time big data is a competitive advantage. Real-time big data that you can visualize quickly is unstoppable.

About HP Vertica

HP Vertica is the next-generation analytic platform that enables leading organizations to derive maximum value from their big data, without the compromises and limits typically found with retrofitted data warehouse technology. The elasticity, scale, performance, and simplicity of the HP Vertica Analytics Platform are unparalleled in the industry, delivering 50x—1000x the performance of traditional data warehouse solutions at 30% the total cost of ownership. Thousands of HP Vertica customers are redefining the speed of business and competitive advantage, including Zynga, Twitter, Facebook, Verizon, Guess Inc., Cerner, Capital IQ, Mozilla, AT&T, and Comcast.

About Tableau

Tableau Software helps people see and understand data. Ranked by Gartner in 2011 as the world's fastest growing business intelligence company, Tableau helps anyone quickly and easily analyze, visualize and share information. More than 7,000 companies get rapid results with Tableau in the office and on-the-go. Tens of thousands of people use Tableau Public to share data in their blogs and websites. To see how Tableau can help you, download a free trial at tableausoftware.com/trial.

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