Solution Spotlight

Hewlett Packard Enterprise and Microsoft for Big Data

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Introduction – Market Overview

With the right infrastructure and tools, big data analytics represents a huge potential for businesses. Many businesses are collecting tons of data, and now they need to get actionable insights.

Every business should be looking for ways to get more from the data they've got. Using data effectively can bring benefits ranging from operational efficiency to better products, and from reduced risk to new markets.

A majority of IT respondents to a recent ESG research survey want their big data and BI investments to be able to offer a faster tactical response to shifting customer needs. Respondents also named reducing business decision risk and better sales and marketing performance as goals for their big data and analytics investments.[1]

Evaluating Big Data Analytics Tools

In order for big data analytics to work, IT has to embrace the relevant technology, and business teams have to be able to use it. Data warehouses should be designed to scale. Of course, any big data purchase today has to include a discussion of Hadoop. It's flexible, it scales, and it offers an entire ecosystem to help businesses analyze structured and unstructured data.

Based on ESG research, we suggest evaluating big data analytics offerings using these factors:

- **Performance.** Look at the speed of queries and scans, since those will have a big impact on effectiveness.
- **Scalability.** Future growth should happen seamlessly, without compromising performance or driving up costs.
- **Usability.** The product should enable insights for IT and the business with familiar queries, taking advantage of Polybase and other solutions. And it should be easy to administer and manage.

[1] Source: ESG Research Report, *Enterprise Big Data, BI, and Analytics Trends: Redux*, to be published.

- **Cost.** Look at the overall cost of the platform, including both up-front acquisition costs and ownership costs.
- **Integration.** Tools need to work with Hadoop and SQL Server, including ETL for data movement.
- **Time to value.** Include deployment and configuration time when choosing an analytics platform.
- **Proof.** Vendors should provide a proof of concept demo to offer a real-life view of the tool.

Getting the Benefits of a Big Data Appliance

In the search for a big data analytics solution, the HPE ConvergedSystem 300 appliance wins out with its optimized, powerful capabilities. HPE and Microsoft, both power players in their industries, have built a converged big data analytics solution that combines the best of HPE's servers and storage with Microsoft's database and interface expertise. The HPE ConvergedSystem 300 runs Microsoft's Analytics Platform System (APS), using Microsoft's MPP data warehouse technology and its PolyBase tool for Hadoop integration.

Meeting the evaluation criteria for a Hadoop-ready big data appliance requires a powerful product with both hardware and software optimized for data analytics usage, and the HPE ConvergedSystem 300 fits the bill. Deployment support includes a network of partners, and users can start with a single pre-configured rack and scale from there.

The Bigger Truth

Microsoft and HPE have collaborated in some smart ways with this combined product. Each company has contributed from their areas of strength. The resulting product uses companies' in-house SQL expertise and even allows reuse of existing software licenses on the ConvergedSystem 300. Customers can access both HPE and Microsoft for support. The product is updated with the latest HPE servers to add compute power and integrates in-memory computing performance.

The emergence of this Microsoft/HPE effort can only spell good news for any enterprise leader looking for more or better data insights. The concept of the data warehouse working seamlessly with Hadoop is efficient and practical, and may well become the best model for enterprise analytics in today's market. Companies looking for a joint solution would be well advised to add the HPE ConvergedSystem 300 to their evaluation list, and see how it fits with their data warehouse and analytics needs.

For more information, please refer to:

Microsoft's APS page
HPE's ConvergedSystem 300 page
The HPE/MS Whitepaper