

1010DATA INSIGHTS PLATFORM

END-TO-END DATA ANALYTICS SOLUTION DELIVERING
ULTIMATE SPEED, POWER & FLEXIBILITY

1010DATA

MORE POWER TO YOU

INSIDE YOU'LL LEARN HOW 1010DATA:

- ◆ Empowers every user to ask and answer any question of all your data
- ◆ Provides a competitive edge by delivering powerful new insights
- ◆ Enables data-driven decisions throughout the enterprise



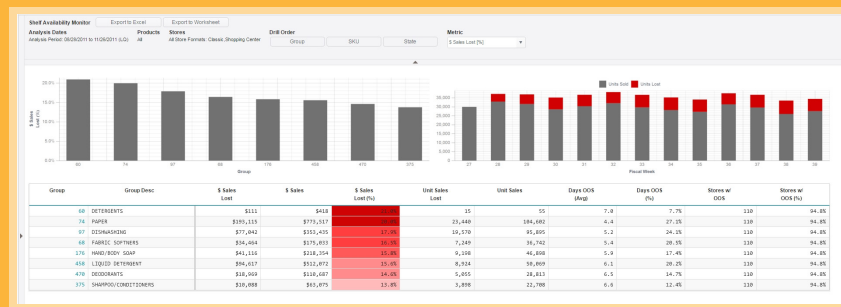
“1010data allows our analysts to interact instantly with all our data. By giving them the freedom to explore and improvise, the platform encourages discovery— and makes data analytics a factor in every single business decision.” – SVP & CIO, **SONIC**

MEET THE CHALLENGE OF BIG DATA ANALYTICS

Critical business data is being generated in more places, in more ways, faster than ever before. To succeed, your entire organization needs to turn big data into valuable insights that deliver a competitive edge. But typical big data analytics tools are reserved for a handful of technical experts with specialized skill sets and force data into unnecessary silos. Too much data goes un-analyzed, and too many business questions go unanswered.

THE 1010DATA INSIGHTS PLATFORM IS DIFFERENT

An end-to-end, integrated platform that can ingest data at the most granular level and be used for all activities in the analytical workflow – in the journey from data to actionable insights.



BENEFIT FROM AN INTUITIVE, INTEGRATED ANALYTIC PLATFORM

Allow users of every type to leverage an easy-to-use, seamless system to acquire, manage, analyze and visualize data. With technology that empowers rather than hinders, freely focus on data and analytics.



ANALYZE BIG DATA WITH SPEED, POWER AND FLEXIBILITY

Quickly and securely conduct ad-hoc analytics against all business-relevant data. Answer any question with ease and gain valuable new business insights immediately.



ENABLE DATA-DRIVEN DECISIONS THROUGHOUT THE ENTERPRISE

With user-specific interfaces, powerful APIs and enterprise-grade permissions & security, weave data and analytics into every business process. Deliver a competitive edge for your entire organization.

The platform's columnar, distributed and massively parallel design help deliver the fastest query speeds in the industry.



DATA ACQUISITION & MANAGEMENT

Deliver a single, comprehensive “version of the truth” including data from any and all sources

- ◆ Access to your fully granular, raw data lets you see the full-fidelity truth about your business
- ◆ Just-in-time data transformation means no data modeling or pre-aggregation is required
- ◆ Self-service data preparation lets non-technical users load and integrate data sets



ANALYSIS & MODELING

Ask and answer any analytical question, from simple to sophisticated, with the help of:

- ◆ A deep library of analytics including time series analysis, optimization, machine learning and more
- ◆ The lightning-quick query response times of 1010data's cloud-based MPP columnar database
- ◆ Single, powerful XML query language underlying every data operation



REPORTING & VISUALIZATION

Deliver insights through powerful enterprise reporting, featuring standardized KPIs, guided adhoc, and data visualization capabilities

- ◆ Distinct user interfaces for casual users, business analysts, data scientists, developers and more
- ◆ Full visibility into data and calculation lineage so users have full confidence in their numbers
- ◆ Standardized KPIs, parameterized reporting and rich charting & graphing capabilities



ENTERPRISE INTEGRATION & DEVELOPMENT

Create and deploy rich analytical applications in our fully integrated development environment

- ◆ Integrate with the enterprise using APIs, SDKs, ODBC, and pre-built connectors
- ◆ Integrated programming environment includes rich development and QA features
- ◆ Drag-and-drop visual design interface lets non-programmers develop analytic apps

0100 DATA SHARING & MONETIZATION



Collaborate with trusted partners using shared data and analytics, and monetize your data using 1010data as a distribution platform

- ◆ Share your analyses with co-workers or trusted external partners with just a few clicks
- ◆ Powerful data governance, permissioning and security allows access control down to the cell level
- ◆ Tiered access and white label capability lets you monetize multiple branded data products

CUTTING EDGE INSIGHTS WITH A POWERFUL ANALYTIC PLATFORM

The 1010data Insights Platform is purpose-built to deliver powerful insights to every user throughout the enterprise. With a solution that can be implemented in a matter of weeks, delivering lightning-quick query response times, your organization is empowered to:

- ◆ Make data-driven decisions that improve the performance of every aspect of your business
- ◆ Derive more value from all your big data assets, faster and more cost effectively
- ◆ Leverage data in new and innovative ways that deliver a competitive advantage

ABOUT 1010DATA

Gaining actionable insight requires the best analytical tools and access to all relevant data. 1010data is a complete solution that provides both. We provide the only out-of-the-box, self-service, cross-enterprise insights platform. More than 850 of the world's largest companies trust 1010data to manage, share and analyze over 32 trillion rows of data because of our proven ability to deliver results more quickly, easily and accurately than any other solution. Please visit www.1010data.com for more information.

TO GET STARTED, CONTACT 1010DATA TODAY.

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