

1010DATA TRILLION ROW SPREADSHEET®

Conduct powerful ad-hoc analysis on all your big data using a familiar and intuitive interface throughout the enterprise

THE CURSE OF THE SPREADMART

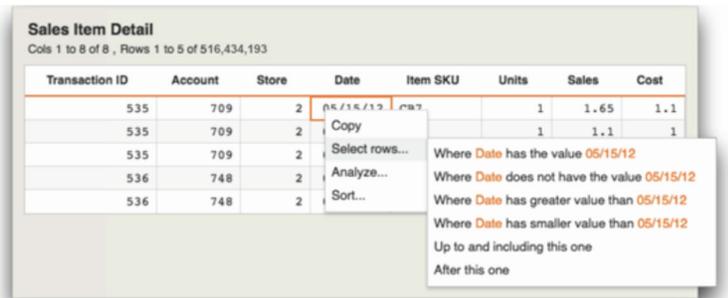
Business analysts love to use spreadsheets to get hands-on with data. But when it comes to analyzing billions of rows of enterprise data, spreadsheet-based datamarts – or spreadmarts – create a huge problem. Because desktop spreadsheets can't scale to large data volumes, analysts are forced to make local copies of a few hundred thousand rows of corporate data to analyze it. This data is ungoverned, with no audit trail, and doesn't get updated when its source data changes. As these spreadmarts proliferate, so do multiple "versions of the truth." When it comes time to make collaborative, data-driven decisions, everyone's numbers are different and decision-making grinds to a halt.

THE EASE OF A SPREADSHEET. THE POWER OF 1010DATA.

But what do you get when you combine the familiarity of a spreadsheet with the enterprise scalability of a data warehouse and the power of 1010data? The 1010data Trillion-Row Spreadsheet®. Now, you can perform big data analytics in a spreadsheet environment. Unlike traditional spreadsheets, there's no limit to the size and complexity of data you can analyze. Best of all, you and your colleagues all work from the same underlying, unified business data – enabling a single version of the truth that drives better, data-driven decisions.

WHAT COULD YOU DO WITH A TRILLION ROW SPREADSHEET®?

You could find hidden customers and market segments. You could identify unproductive inventory and business processes. You could develop new products and sources of revenue. With the 1010data Trillion-Row Spreadsheet, you could gain the deep insights about your business to drive performance to new heights.



The screenshot shows a spreadsheet titled "Sales Item Detail" with columns: Transaction ID, Account, Store, Date, Item SKU, Units, Sales, and Cost. A context menu is open over the "Date" column, showing options: Copy, Select rows..., Analyze..., and Sort... The "Analyze..." option is selected, and a pop-up menu shows filter options: "Where Date has the value 05/15/12", "Where Date does not have the value 05/15/12", "Where Date has greater value than 05/15/12", "Where Date has smaller value than 05/15/12", "Up to and including this one", and "After this one".

Transaction ID	Account	Store	Date	Item SKU	Units	Sales	Cost
535	709	2	05/15/12		1	1.65	1.1
535	709	2			1	1.1	1
535	709	2					
536	748	2					
536	748	2					

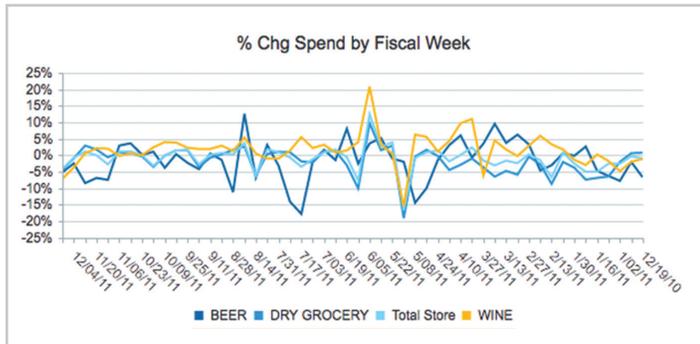
Perform intuitive ad-hoc operations using drag-and-drop, point-and-click, and convenient pop-up menus

GET HANDS-ON WITH YOUR BIG DATA

The Trillion Row Spreadsheet's grid interface lets you see and interact with all your big data in real-time. You can drag-and-drop or point-and-click to sort, summarize, filter and re-order your data. In-grid pop-up menus let you rapidly execute powerful, context-sensitive analytic functions with lightning-quick response times.

BUILD RICH ANALYTICS AND VISUALIZATIONS

Using a visual expression builder and a rich library containing hundreds of functions, you can create analytics that support everything from new business metrics to predictive statistical models. With the ability to construct tabulations in just a few clicks – as well as charts, graphs, heat maps, and more – there are no limits to how you can summarize and visualize your analyses.



Visualize all your big data, spotting trends, outliers and exceptions that give you the insight to make more impactful business decisions

ITERATE RAPIDLY TO ACHIEVE INSIGHT

The Trillion Row Spreadsheet’s interactive timeline tracks every operation performed while building an analysis. You can inspect an analysis step-by-step, edit any analytic operation, and immediately see the results of your changes. “Rewind” and “fast-forward” buttons let you quickly return to any prior iteration of your query – freeing you from worrying about “mistakes” and unleashing the creative analytical thought processes that help you gain valuable new business insights.

INTEGRATE NEW DATA ON-THE-FLY

Using powerful data loading and integration features, you can rapidly incorporate new data into your analyses – without breaking your train-of-thought. Automatic color coding of data types makes it easy to link and merge columns from disparate sources.

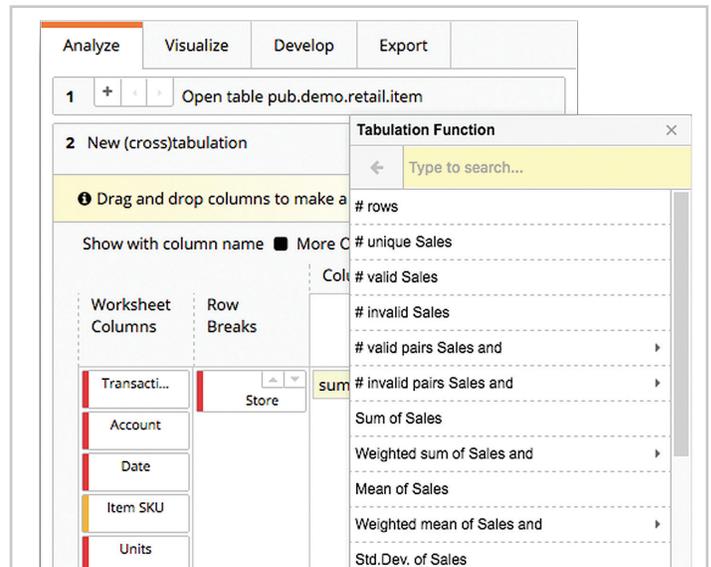
SEAMLESSLY EDIT UNDERLYING CODE

Every analysis performed in the Trillion Row Spreadsheet is seamlessly linked to its underlying 1010data Macro Language code. You can instantly toggle views to work directly with the code. Any changes are immediately mirrored in the visual interface, so there’s never a disconnect between your UI-driven and code-driven analytics.

COLLABORATE ACROSS THE ENTERPRISE

The Trillion Row Spreadsheet gives you the power to collaborate around analytics leveraging a single version of the truth. As part of a centrally governed enterprise analytics platform, you can securely share your analyses with other users, pass data to other applications or enable operational access to your query results. You can also:

- ◆ Export your data in CSV, Excel or PDF formats
- ◆ Save your results locally, or to a file system via FTP
- ◆ Store your results in a 1010data table



Build powerful calculations and cross-tabulations using a deep library of analytical functions, all while automatically tracking the entire lineage of your analysis