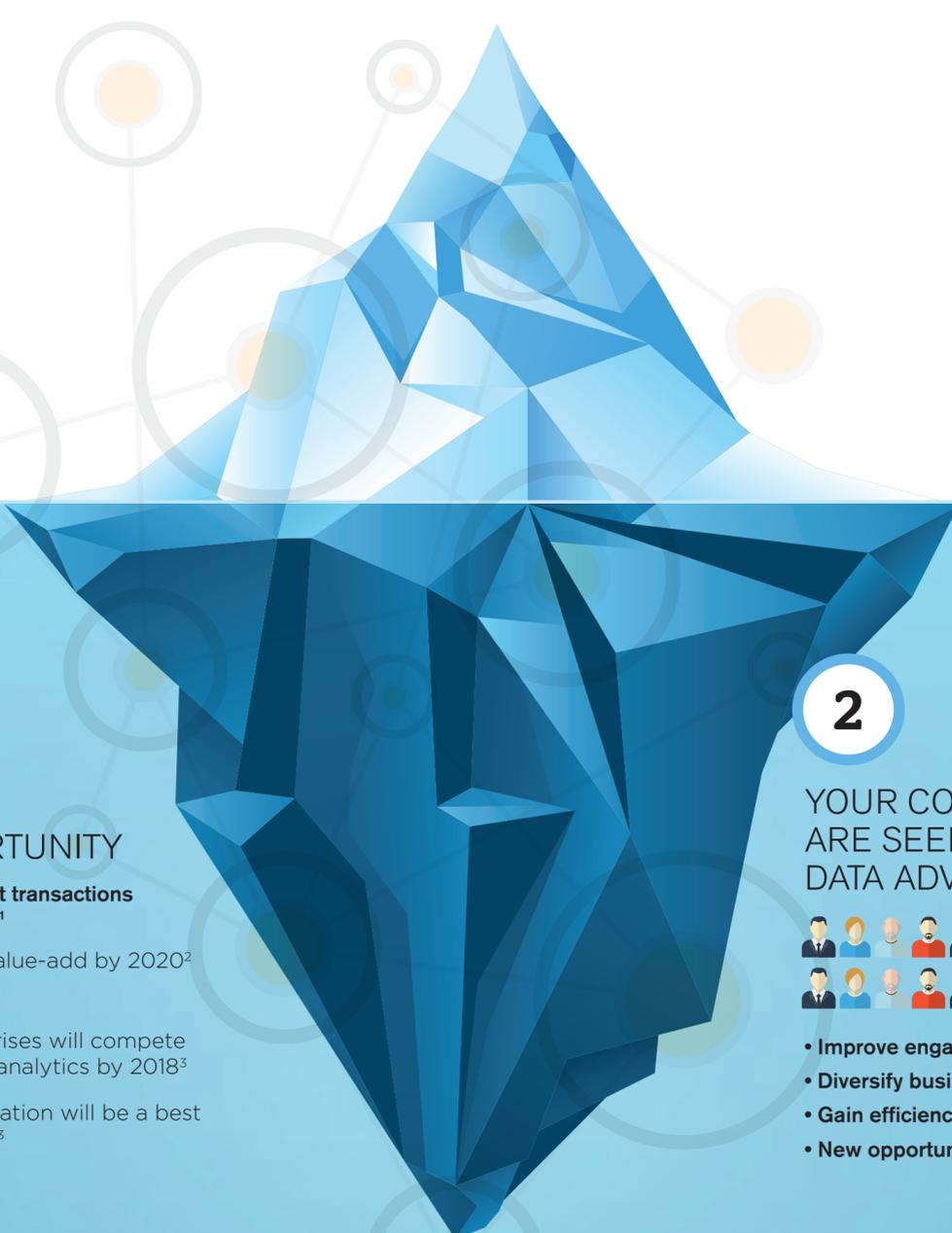


4 reasons

# Your Big Data Analytics Must be Agile

WE'RE JUST SEEING THE TIP OF THE ICEBERG OF BIG DATA'S IMPACT



1

## BIG DATA, BIG OPPORTUNITY

450 billion internet transactions every day by 2021<sup>1</sup>  
 \$1.9 trillion IoT value-add by 2020<sup>2</sup>

**Big Decisioning:**  
 >50% of enterprises will compete using advanced analytics by 2018<sup>3</sup>  
 Decision optimization will be a best practice by 2018<sup>3</sup>

2

## YOUR COMPETITORS ARE SEEKING A BIG DATA ADVANTAGE



- Improve engagement
- Diversify business
- Gain efficiencies
- New opportunities

3

## YOU'RE MORE LIKELY TO FAIL THAN NOT

- 80% of IoT projects will miss opportunities by narrowly focusing use cases through 2018<sup>3</sup>
- 75% of IoT projects will take twice as long as planned through 2018<sup>3</sup>
- 43% see little tangible benefit from their information<sup>4</sup>
- 36% lack the tools and skills they need for big data projects<sup>4</sup>



**WHY?**  
 COMPLEX, EVOLVING ANALYTICS NEEDS  
 TOO MANY TOOLS AND RAPIDLY CHANGING ENVIRONMENTS  
 TIME TO VALUE IS JUST TOO SLOW  
 (Solution implementation can take 9-12 months)

4

## INCREASING ANALYTICS SOPHISTICATION AND ITERATION

As analytics workflows are becoming increasingly sophisticated, businesses are moving beyond Hadoop<sup>®</sup> to integrate a breadth of analytics, like Spark<sup>™</sup> and graph.

In this dynamic environment, data scientists need to iterate quickly. And their pipelines require an assembly of task-specific tools. Of course just as important, your analytics infrastructure also must be easy to maintained as IT teams are dealing with serious complexities and sprawl.

This requires a platform that efficiently handles the entire spectrum of workloads from batch analytics, where *throughput is key*, to iterative and interactive workloads, where *near real-time matters most*.



Learn more at [www.cray.com/UrikaGX](http://www.cray.com/UrikaGX)

### CONSIDER WHAT YOU COULD DO WITH AN AGILE ANALYTICS PLATFORM

DATA SCIENTISTS NEED TO DISCOVER MORE



A solution should enable

- Higher quality results and new insights with**  
 Easily integrate new analytics tools with the ability to Compare various analytics workflows side by side and easily adjust
- Better visibility through the ability to**  
 Analyze mixed and seriously large scale datasets
- Higher-frequency decisions with**  
 Serious performance at scale with pervasive speed and blazing-fast results

IT TEAMS NEED TO KEEP UP



A solution should neutralize the difficulty of

- Serious lag times to analysis by being**  
 Ready for data in days with a pre-integrated, industry-standard software/hardware solution
- Managing Frankenclusters and analytics sprawl**  
 By running multiple workloads concurrently including Hadoop, Spark and graph analytics With the convenience of a big data appliance and the flexibility and control of a home-grown solution
- Keeping up with the torrent of tools with**  
 A customizable, open framework ready for emergent analytics

## Seize your Big Data Advantage with the Urika-GX Platform

Cray's Urika-GX system is the first agile Analytics Platform fusing supercomputing with an open, enterprise framework and integrated Cray Graph Engine for faster pattern-matching

Unprecedented versatility and speed for high-frequency insight that's ready for data in days

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