Novetta Entity Analytics and HDP

“We are at an inflection point when it comes to Big Data. Customers are landing all types of structured, semi-structured, and unstructured data within a Data Lake. The question they are asking is how they can tap into the value that comes from connecting their data to the business. By augmenting MDM with relationships and affiliations that are not readily apparent, Novetta Entity Analytics customers can find those connections. Our unique matching and linking technology enables organizations to construct integrated views that augment MDM enterprise records with data sources that wouldn’t be possible before.”

Jim Cushman
SVP
Commercial Division, Novetta

Entity Analytics Value

**Accelerate Operational Insights**

Accelerates operational insights by constructing complete profiles from any volume of data from any application including sources of data that have suspicious value until integrated.

**Improve Business Decisions**

Improves enterprise business decisions with a fully integrated data quality analysis and measurement workflow

Increases value of enterprise systems with flexible and non-invasive integration with both structured and unstructured information.

**Lowers Costs**

Lowers costs with its proven track record of solving large complex data integration and management problems using a predictable, linearly scalable HDP platform.

Enables the use of greater volumes of internal, third party and external data at lower costs.

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Novetta & HDP Augmenting MDM

Novetta Entity Analytics and Hortonworks Data Platform

Novetta Entity Analytics runs natively within HDP leveraging Ambari, Knox, H-catalog, HIVE, Pig, Yarn, and HDFS to perform multi-source integration and form unified profiles of persons, products, organizations, locations, and events that link back to the MDM golden record. These profiles can then be imported back to MDM or leveraged by new or existing business processes and applications.

Novetta Solutions is a Certified Technology Partner and YARN Ready

The Hortonworks Certified Technology Program reviews and certifies technologies for architectural best practices, validated against a comprehensive suite of integration test cases, benchmarked for scale under varied workloads and comprehensively documented. Novetta Identity Analytics is an application that has been certified as YARN Ready, and uses the resources of the customer’s Hadoop system to process Hadoop data in-place, without interfering with other YARN Ready tools and applications.

Hortonworks. We do Hadoop.

Hortonworks is the trusted source for information on Hadoop, and together with the Apache community, Hortonworks is making Hadoop an enterprise data platform. Hortonworks provides unmatched technical support, training and certification programs for enterprises, systems integrators and technology vendors.