Requirements of modern application are progressing rapidly and businesses are generating exponentially more data each year where end-users demand instant access independent of location. In addition, it is becoming increasingly important to search and gain insights from application data such as user recommendations and website traffic. As a result, decision makers face tremendous pressure to choose the right set of database tools and configuration to deliver these requirements in a cost-efficient manner.

DataStax Enterprise addresses requirements with its tightly integrated big data platform built on Apache Cassandra™ with enterprise search, real-time analytics and in-memory capabilities.

Seamless integration with Hortonworks gives companies the flexibility of using Hadoop to merge real-time data from DataStax with streamed, interactive and batch data from Hortonworks Data Platform to enable a complete analytical view to gain the best insights.

Hadoop complements NoSQL databases like Cassandra to create a highly efficient, highly scalable way to manage your enterprise data enabling new opportunities for data analytics. DataStax smartly separates analytic operations from transactional workloads so that neither competes with the other for data management resources.

**Benefits**

- **Comprehensive Workload Management**
  Run fast analytics on your transactional and line of business data with no resource conflicts.

- **Continuously Available Analytics**
  Ensure 100% uptime with no single points of failure and support across multiple data centers.

- **Flexible Deployment and Management**
  Specify which nodes will be used for transactional workloads or plug into Hortonworks for batch analysis of your offline data.

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"The DataStax and Hortonworks partnership offers enterprises big data solutions with massive scalability and performance. Hortonworks has quickly become the platform of choice for enterprises in need of managing large, multi-structured datasets in a simple, cost effective manner. This makes an ideal complement to DataStax Enterprise, a massively scalable, distributed, flexible and continuously available transactional database, built on Apache Cassandra."

Dave Kloc
SVP Global Business Development
DataStax
DataStax in the Modern Data Architecture

DataStax and Hortonworks Data Platform work together with other technologies as part of a modern data architecture platform.

Business Challenges

Complex and Costly Legacy Technologies

With DataStax Enterprise, you can store and manage your line-of-business application data with Cassandra and then analyze that same online data with the platform’s built-in fast analytics.

Reliance on ETL Processes

Provides built-in replication to automatically move hot data from database cluster nodes marked for transactional data to nodes specified for analytic operations.

DataStax is a Certified Technology Partner

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.

Hortonworks. We do Hadoop.

Hortonworks is a leading commercial vendor of Apache Hadoop, the open source platform for storing, managing and analyzing Big Data. Hortonworks Data Platform, our distribution of Apache Hadoop, provides an open and stable foundation for enterprises and a growing ecosystem to build and deploy Big Data solutions.

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.

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