unifi
Enterprise-class self-service data integration

cloudera®

Cloudera Just Got Even Better

If you use a Cloudera distribution of Hadoop to host your data lake this insight's for you. By now you'll know how powerful hosting your business analysis on Cloudera can be and with more and more data sources being made available daily, you're able to gain business insights like never before.

Of course, to realize the full potential of data hosted on Cloudera you must connect all of your data sources together and that's where the problems start. So, before you start analysis you must:

- Acquire the data sources you will need to analyze
- Search the data sources to find relevant information
- Normalize the data – provide structure to unstructured data with OneParse™
- Cleanse and/or enrich the data
- Transform the data by combining two or more data sets together
- Visualize the results by structuring the data in such a way it can be viewed by your BI tool of choice

This generally means a call to the IT department and the incredibly helpful, but overworked, software gurus who perform these tasks for you. The problem is the technologists are never really clear on the insight you are trying to obtain so this process can be time consuming and frustrating.

Unifi Cloudera
The Unifi suite of data integration tools makes your Cloudera infrastructure even more powerful. No more waiting for IT, no more frustrating phone calls. Simply use Unifi to search for your available data sets, select any and all you want and combine away. It really is that simple. And because Unifi is certified on Cloudera you can be assured that the two systems will work seamlessly together.

Under the covers we're working like crazy to normalize your data, combine the data sets together and present it in such a way that Tableau just eats it up. It really is secret sauce that makes your life just a little sweeter.

Once you have your data sets entered and combined, all achieved without writing a single line of code, we promise—No Java Map Reduce programs for you, your data is ready to be exported to your visualization tool and analyzed immediately. Need to add more data sets? Need to combine the data a different way? No problem, simply open Unifi and repeat until satisfied.
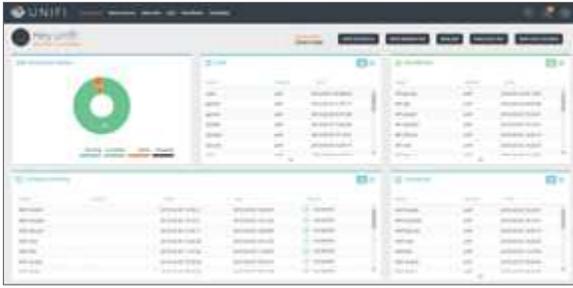
More Visualization Less Hassle
Our Intuitive user interface lets you quickly and easily select various data sets, and with a few clicks start analyzing and deriving insights. No more calling IT, no more waiting! What's more, because Unifi is so simple to use, you'll be pursuing "what if" scenarios with your data before you know it and getting the kudos you deserve as one of the overworked and underpaid business analysts at your company. As an added bonus, your IT guys will love it because you don't keep calling them.

The Sum of the Parts
Cloudera with Unifi really is the perfect combination for any business analyst who wants to be more productive, to analyze more data in less time and reduce the number of headaches from their business lives.

Because Unifi runs natively on your Cloudera Hadoop infrastructure, there's no need to export data sets to other hardware to process then import it back to Hadoop for visualization. It all happens in Cloudera, this means super-fast processing and reduced time to insight.

The only problem now is you'll have to come up with another reason why you're sitting around waiting for data processing!

Havas Unifi's Cloudera on BigIncites
Havas is one of the world's largest global communications groups, founded in 1835 by Charles Louis Havas, creator of the first ever press agency. The Havas client roster is a "who's who" of consumer brands and corporate giants, including Coca Cola, Emirates, Fidelity, McDonalds, Panasonic, and Volvo.

Havas employs Unifi to integrate dozens of new data sources ranging from unstructured news and Twitter feeds to local weather data. It is with this amalgamation of data sources, all Unifi'd on Cloudera running on BigIncites managed hosting environment that Havas can offer new insights to their client and differentiate themselves as a service company.

According to Sylvain Le Borgne, Executive Vice President, Data Platforms, Havas Media Group, "We want to be far more agile and optimize campaigns while they are running. We want make the data more actionable, to improve the message and delivery in order to increase the effectiveness of the message between the consumer and our client's brand."