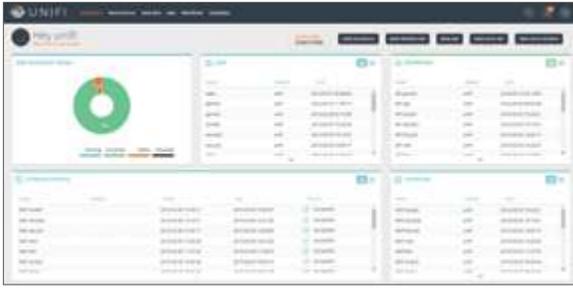## Platfora Users Rejoice!

If you use Platfora for your data analysis then you'll know just how versatile and intuitive this essential tool has become. Used by thousands of business analysts daily, Platfora has emerged as a market leader in enterprise data visualization.

Of course, to realize the full potential of Platfora, as a business analyst you must connect all of your data sources together and that's where the problems start. Before you start analysis you must:

· Acquire the data sources you will need to analyze
· Search the data sources to find relevant information
· Cleanse and/or enrich the data
· Normalize the data so it can be viewed by Platfora or combined with other 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 Platfora

We call this the Six Degrees of Integration and if your ETL tools are not performing all of these tasks you're in trouble. Normally this process 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 not clear on the insights you are trying to obtain, so this process can be time consuming and frustrating.

Good news, there is a better way! It's called Unifi Software and it is a Platfora user's BFF.

Unifi Platfora

The Unifi suite of data integration tools makes your job as a Platfora user substantially easier. 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.

Under the covers we are working like crazy to normalize your data, combine the data sets together and present it in such a way that Platfora just eats it up. It really is secret sauce that makes 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 Platfora 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 the overworked and underpaid business analyst 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

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

Because Unifi runs natively on your Hadoop infrastructure, the same servers that's running Platfora 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 Hadoop, 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!