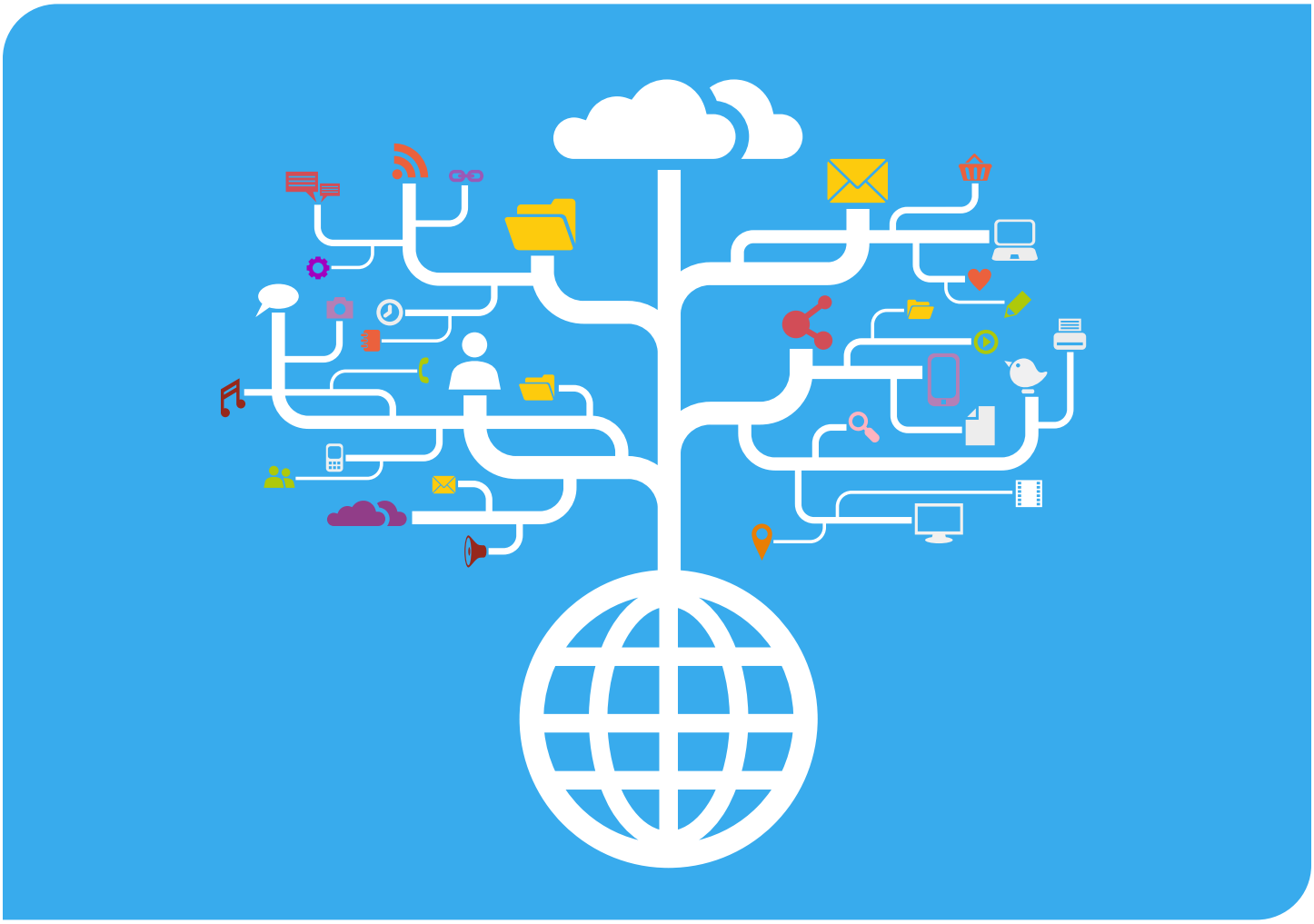

Accelerating Big Data

with

FLUX

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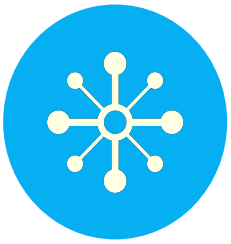
Big Data

In practice, big data is the ability to manage huge volumes of disparate data, at the right speed and within the right time frame to allow real-time analysis and reaction.

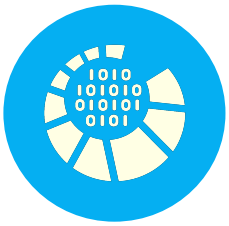
VOLUME

Data growth increased



VARIETY

Different types of structured and unstructured data i.e. Social Media, Mainstream



VELOCITY

Data need to be analyzed quickly

The original characterization of big data was built on the 3 V's:

- Volume: The sheer amount of data
- Variety: How diverse is the data? Is it structured, unstructured, machine data, etc.
- Velocity: How fast data needs to be ingested or processed

Wikipedia says: "Big Data is an all-encompassing term for any collection of data sets so large and complex that it becomes difficult to process using on-hand data management tools or traditional data processing applications."

Microsoft says: "Big Data is the term increasingly used to describe the process of applying serious computing power – the latest in machine learning and artificial intelligence – to seriously massive and often highly complex sets of information."

Big Data Is About Variety

Almost all definitions focus on the volume part of Big Data and while we are indeed living in an era that more data is being created every day, currently there are very few organizations that deal with Exabytes or let alone Petabytes of data.

Therefore, the term Big Data should focus a lot more on the variety aspect of it, and not the volume.

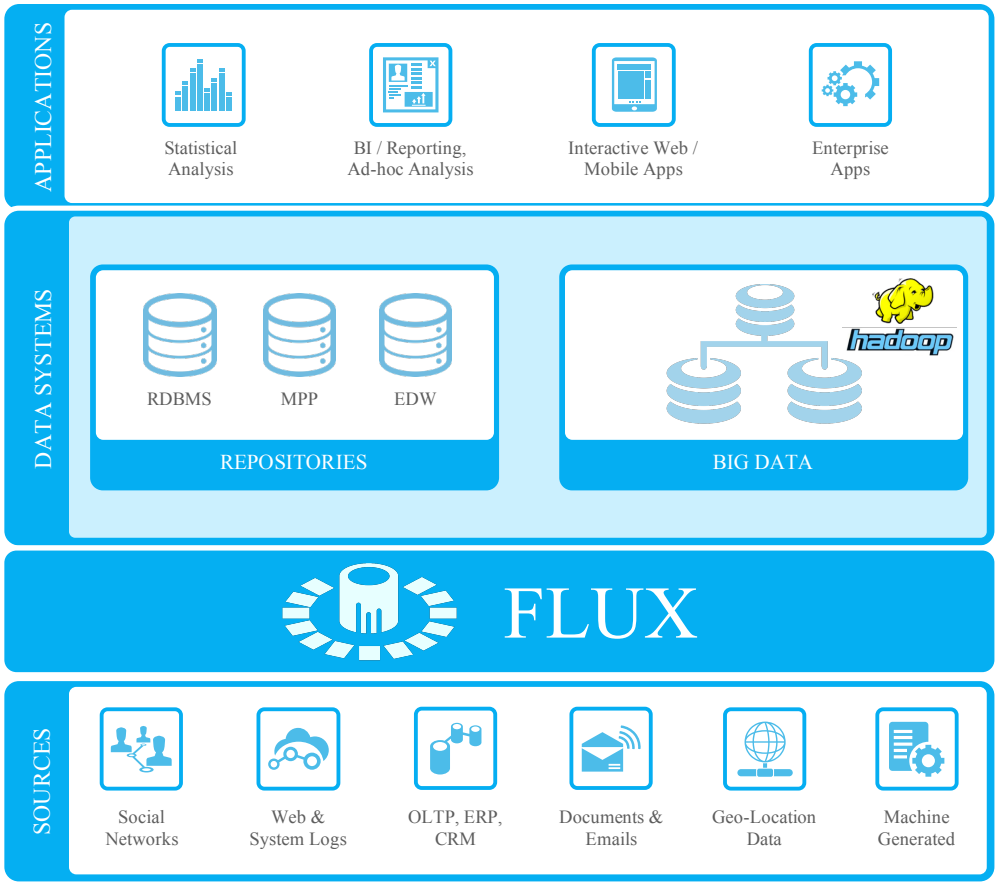
Challenges - Data Ingestion

Among top challenges of big data is adopting big data strategy, specifically getting the data from disparate datasets, irrespective of size and from almost any type of structured and unstructured data source into Big Data environment.

This activity is called data ingestion; the process of obtaining, importing, and processing data for later use or storage in a database.

FLUX - A Data Flow Tool

Flux is a tool for creating and managing data flows that ingest, transform, search and analyze data in both batch and streaming modes. Flux addresses the variety aspect of Big Data and accelerates the Big Data adoption.



FLUX Benefits

- No code required
  - Enables Hadoop users (including Map/Reduce, Hive, Pig, Cascading and Spark) to enhance their data flow with no coding.
- Cloud and On-premise deployment model
  - Multi-tenant on any public / private cloud infrastructure, or
  - On-premise and hosted environment
- White Labeled Interface
  - Customized/branded user experience
  - Visualizations designed around your data
- Seamless integration with Hadoop Distributions
  - Hortonworks, Microsoft HDInsight, and other distributions in the future release.

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What we address

Tools for Log Management and Analysis

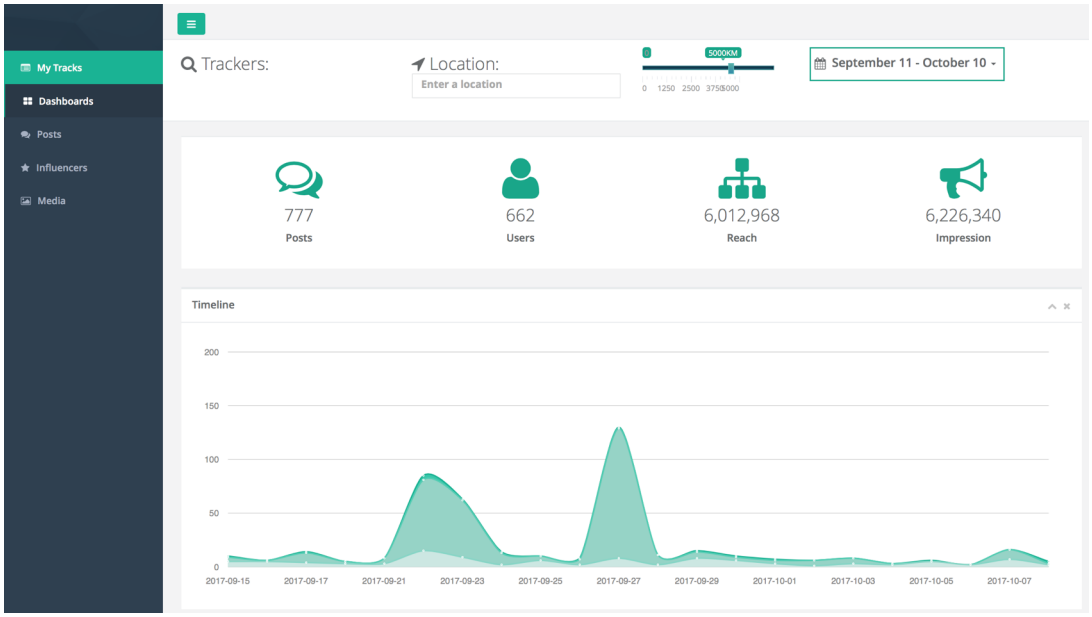
Log data is fundamental to many of enterprise applications, such as troubleshooting, debugging, monitoring, security, antifraud, compliance, and e-discovery. However, it can also be a powerful tool for analyzing clickstream, geospatial, social media, and other logged behavioral data relevant to many customer-centric use cases.

Taking Security Analytics to the next level

Security Information and Event Management (SIEM) technology provides real-time analysis of security alerts generated by network hardware and applications. With SIEM, there was still the issue of the old adage "garbage in equals garbage out," but big data tools may be more capable of adjusting and adapting to the relevance of the data instead of blindly accepting it as fact.
Big data is being heralded as a technology that will bring new visibility into not only what's going on within a company's network, but also how external data sources can help predict upcoming attacks.

Data Driven Social Media Analytics

Drive strategic decision-making across your organization with meaningful insights from social data and analytics.



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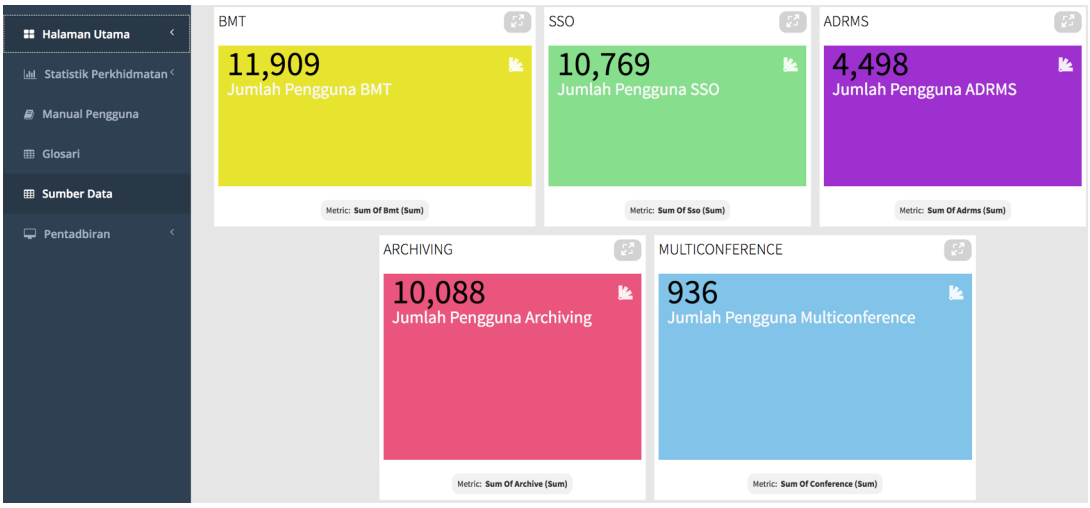
FLUX Key Features

- Flexible interface, easy to share
  - Easily create, save, share, and link your visualized data for quick and smart communication.
- Business Needs by Role
  - Role based system targeted for data loader, data scientist and administrator which empowers every line of business to make practical use of the data.
- Data Ingestion
  - Collect data from disparate sources with manual or streaming methods
  - Support structured, semi-structured & unstructured data
  - Perform data discovery and data collection monitoring
- Data Transformation
  - Transform and aggregate collected data into HDFS format
  - Load HDFS formatted data onto database table
- Data Refine
  - Powerful full text search
  - Detailed view of raw data
  - Create new database table from query results
  - Share Query/Search
- Data Visualization
  - Create and share data visually and numerically with charting, graphing and advanced visualizations
  - Support plotting of multiple chart, graph and map.
- Data Consumption
  - Expose refined data for other BI applications to analyze and consume



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About CloudConnect

Established in 2009, Cloud Connect Sdn Bhd takes cloud computing to the next level with our unique and proven solutions that unifies cloud computing, big data, security, service provisioning/ orchestration, identity management and mobile technology. It is used by hundred thousands of the government users, service provider and leading courier delivery services company because of its proven ability to deliver quickly, easily and inexpensively than any other solution.

CloudConnect has demonstrated to the customers that no matter how big or small they may be, and no matter what part of the world they are in, we are the partner they can rely on day after day.

Please visit www.cloud-connect.asia for more information.

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