New processors designed for real-time analytics, Hadoop

Cisco and Intel® partnering in innovation

Through product enhancements and collaborative efforts, Intel and Cloudera are accelerating big data innovation.

Two new processor families designed for data management, analytics, and security are already having an impact on big data innovation. The **Intel® Xeon® processor E7 v3** product families deliver real-time analytics as well as enhanced performance and reliability for data-intensive computing. And the Intel Xeon processor E5 v3 accelerates Apache Hadoop HDFS encryption, enabling a 2.5X improvement in encryption offload.

Both have spawned new technical advances while helping optimize core Hadoop technologies. **Cloudera**, a leader in enterprise analytic data management and an Intel partner, is utilizing the processors in four releases of its Hadoop distribution to improve data performance and protection. As a result, full database encryption is now possible with minimal impact to system performance, allowing processing resources to run Hadoop jobs at a faster rate.

"Partnering with Intel over the last year has allowed us to accelerate Hadoop innovation by committing to strengthen open source Hadoop projects in areas such as performance, security, and manageability," says Tom Reilly, chief executive officer at Cloudera. "It is our mutual goal to ensure big data is at its full potential and that our

customers can deploy an enterprise data hub where and how they need to access existing assets and investments."

A FASTER PATH TO INSIGHTS, OUTCOMES

Together, Cloudera and Intel have created a faster path for enterprises across the financial services, telecommunications, healthcare, retail, and technology industries to better manage data, derive insights faster, and deliver transformative business outcomes. Numerous enterprises are already taking advantage of the new capabilities.

Caesars Entertainment, for example, is using the Cloudera distribution to improve the customer experience in its casinos and entertainment venues. The solution has helped reduce processing time for key jobs from six hours to 45 minutes and expand data analysis to include both unstructured and semi-structured data. Also, a global leader in healthcare technology, Cerner Corporation has built a Cloudera-powered enterprise data hub to bring together a vast number of data sources and create a more complete picture of a person's health to predict potential risks with better efficacy. And dating site eHarmony is

utilizing the Cloudera distribution to perform complex analyses that help facilitate more personalized results and improve the chances of relationship success.

"By bringing Intel's strengths in data center technologies to our joint efforts with Cloudera to enhance performance, scalability, and security in Apache Hadoop, we are delivering faster innovation in data management," says Diane Bryant, senior vice president and general manager of Intel's Data Center Group. "By uniting our technical efforts and fostering a robust partner ecosystem, we are accelerating the deployment of big data solutions, making it easier for companies of all sizes to obtain clear business value from data."

CLOUDERA LIVE

For self-guided, interactive Apache Hadoop demos and tutorials, access Cloudera Live at **UnleashingIT.com/ah**.

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