

cloudera®

cloudera

Machine Learning, Artificial Intelligence and
the Future of Big Data Analytics

Amy O'Connor | Big Data Evangelist,
Cloudera

Extracting value from data – an untapped opportunity



<50%

of structured data
is actively used in
making decisions



<1%

of unstructured data
is analyzed or
used at all



>70%

of employees have
access to data they
should NOT



80%

of analysts' time
is spent discovering
and preparing data

The data economy



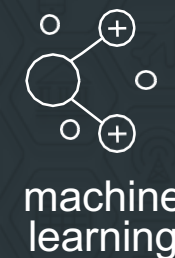
Explosion of data and devices
(IoT)

30B
connected
devices

\$200B
total
market¹

440x
more
data

Transformation of IT infrastructure

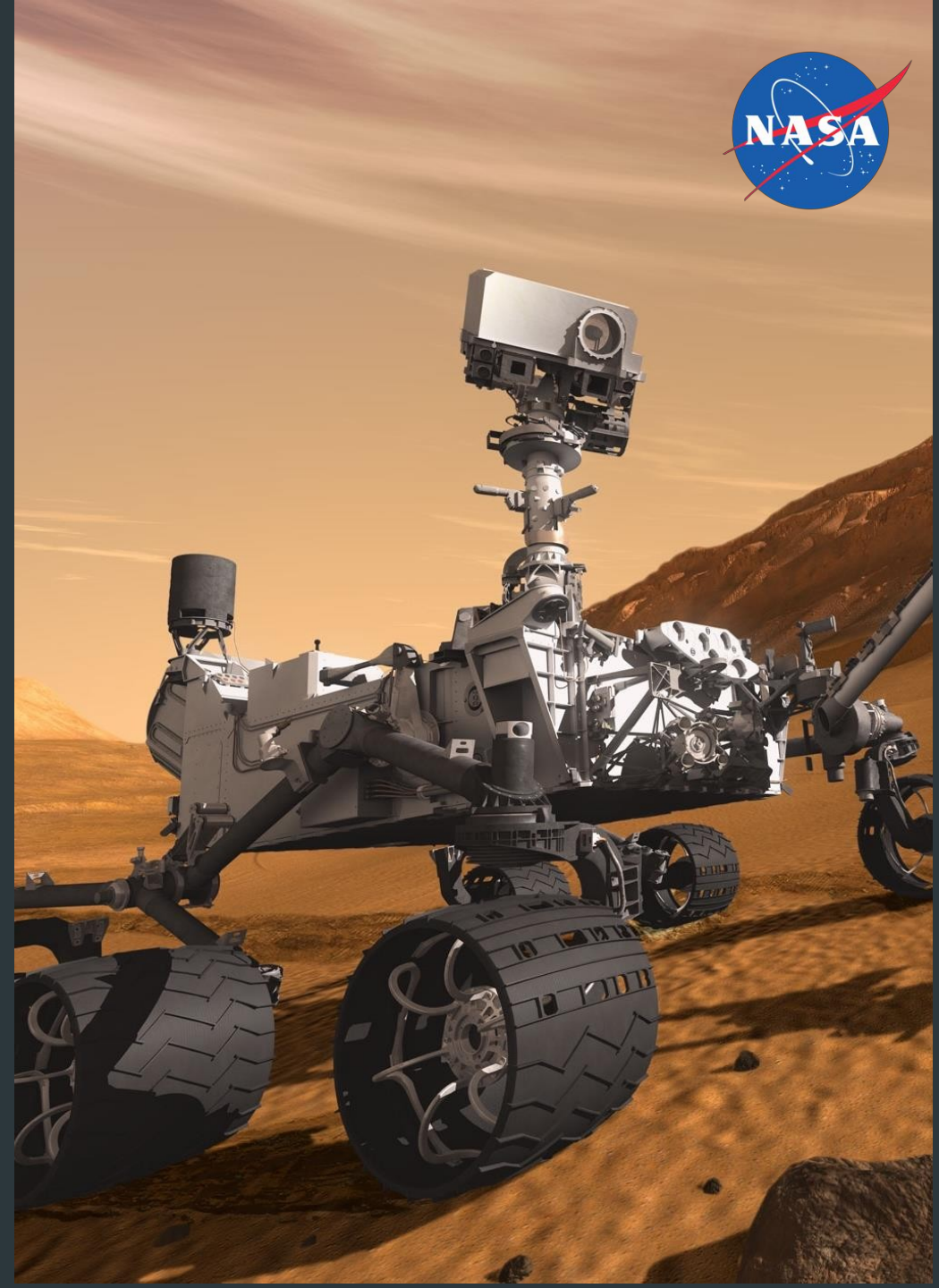
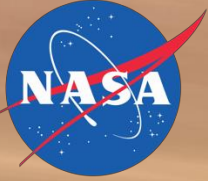


The data-driven enterprise

We believe

data can make what is impossible
today, possible tomorrow

cloudera



We empower **people** to transform complex data into clear and actionable insights



DRIVE
MISSION INSIGHTS



CONNECT
PRODUCTS & SERVICES
(IoT)



PROTECT
YOUR ASSETS

We deliver

the **modern platform** for machine learning and analytics optimized for the cloud

ENTERPRISE

✓ **Secure**

✓ **Performant**

✓ **Compliant**

SCALABLE

✓ **Elastic**

✓ **Cost-effective**

✓ **Lower TCO**

RUNS

✓ **ANYWHERE**

✓ **Multi-cloud**

✓ **On-premises**

Enterprise-proven machine learning and analytics

MACHINE LEARNING

PATTERN
RECOGNITION

ANOMALY
DETECTION

PREDICTION


700+

CUSTOMERS RUN

Spark  ON cloudera

750+

CUSTOMERS RUN

 IMPALA ON cloudera

ANALYTICS

SELF-SERVICE
INTELLIGENCE

REAL-TIME
ANALYTICS

SECURE
REPORTING

Cloudera at-a-glance

First to market

Open source innovation

2008

founded

Big data innovators
from Google,
Yahoo and Oracle

1600

Clouderans

+

Global team doing
business in
28 countries

Open partner

Best networked solutions

3000

partners

+

Vast ecosystem
of solution &
service providers

Customer success

Large enterprises fueling growth

48%

customer
growth

Last 4 years
Global 8000
customers

140%

net expansion

+

Expansion driven
by data and new
use cases

Adoption driven by large enterprises



1000+ customers
across all verticals



~500 Global 8000
customers

7/10

Top Global



BANKING

9/10

Top Global



TELCO

27

Countries with
Government
customers



PUBLIC

6/10

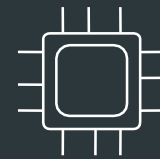
Top Global



HEALTHCARE

8/10

Top Global



TECHNOLOGY

Cloudera powering data-driven customers



DRIVE MISSION INSIGHTS



State of Ohio

Applying data visualization to enhance citizen services statewide



CONNECT PRODUCTS & SERVICES
(IoT)



Kentucky Transportation Cabinet

Enabling real-time response to inclement weather while enhancing citizen and road safety



PROTECT YOUR ASSETS

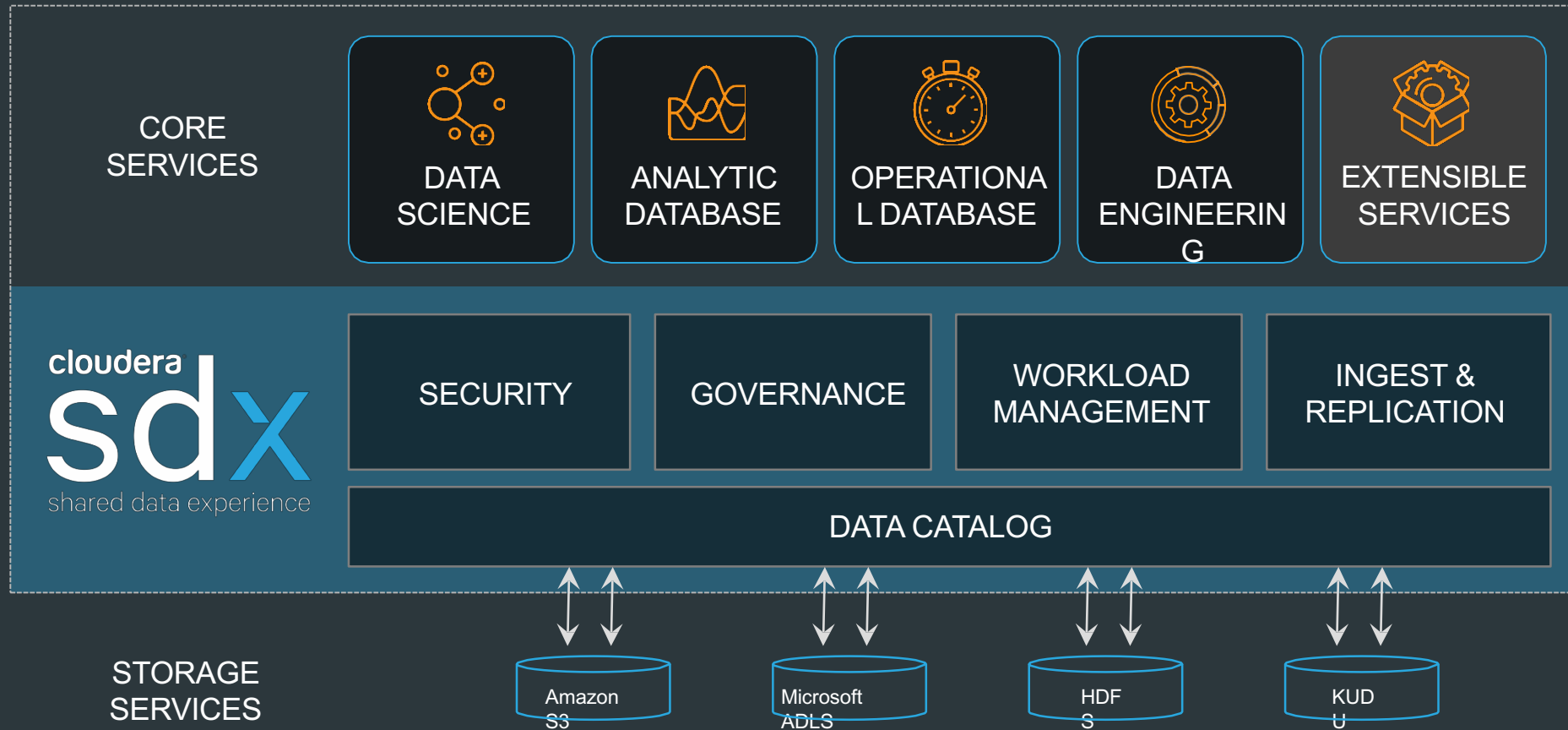


Agriculture Agency

Using predictive analytics to improve cyber security incident detection and response

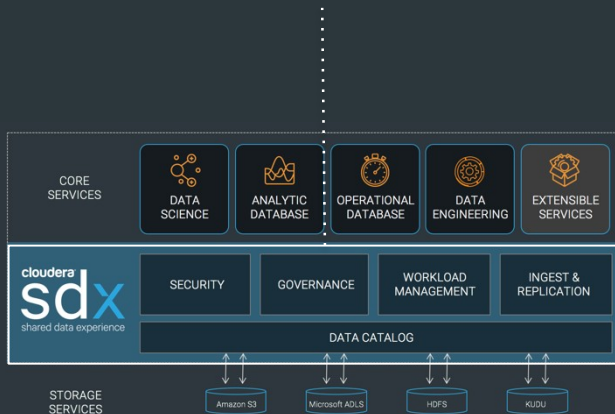
Cloudera Enterprise

The modern **platform** for machine learning and analytics optimized for the cloud



Open platform services

Built for multi-function analytics | Optimized for cloud



- **Unified security** – protects sensitive data with consistent controls, even for transient and recurring workloads
- **Consistent governance** – enables secure self-service access to all relevant data and increases compliance
- **Easy workload management** – increases user productivity and boosts job predictability
- **Flexible ingest and replication** – aggregates a single copy of all data, provides disaster recovery, and eases migration
- **Shared catalog** – defines and preserves structure and business context of data for new applications and partner solutions

Cloudera bridges the operational and productivity gaps between enterprise datacenters and public clouds.

Run anywhere. Deploy any way.

Simple



Simplifies operations
Works with your tools

Unified



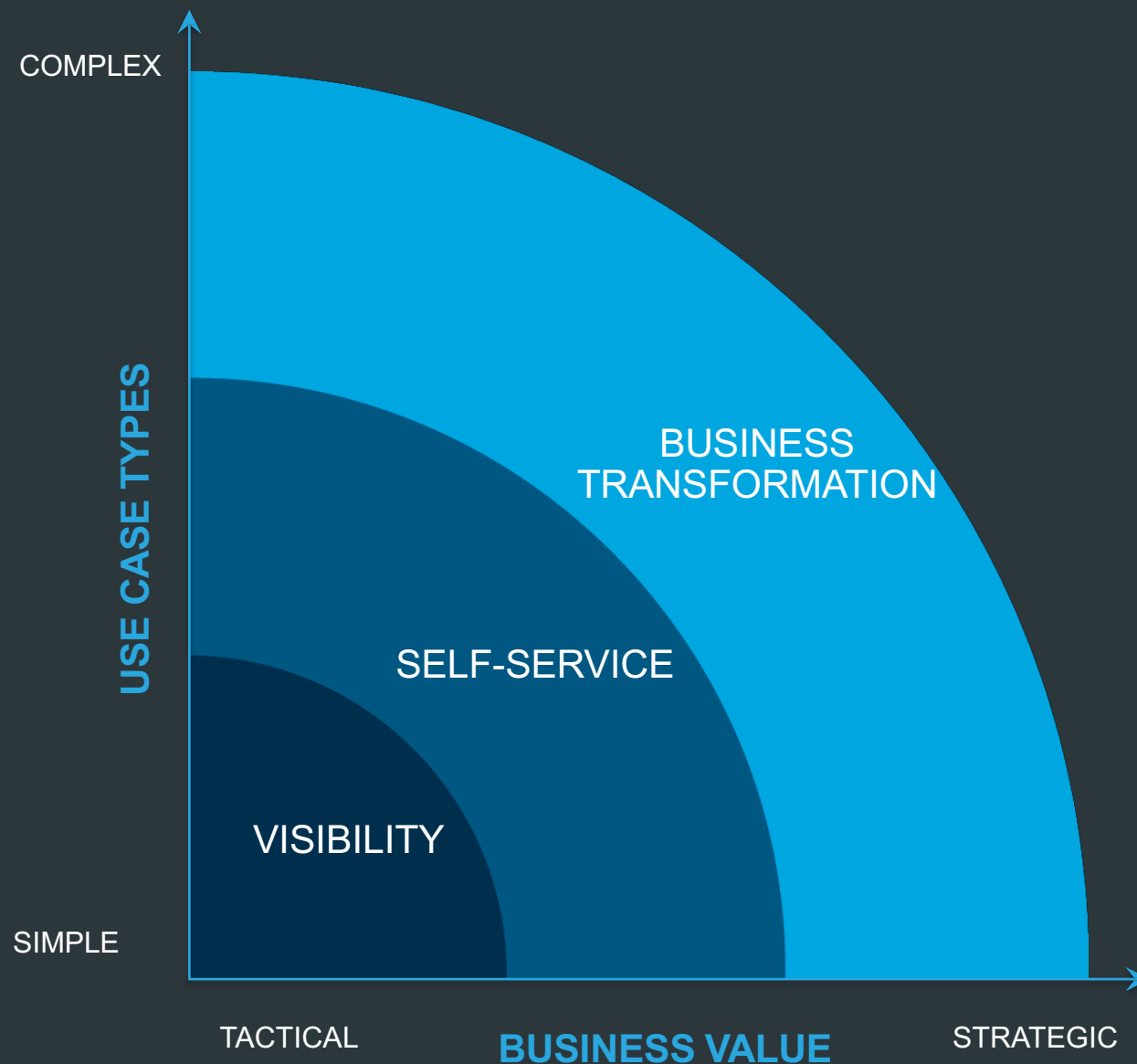
Hybrid or multi cloud
Platform-as-a-Service

Enterprise



Proven at scale
Trusted security

Data-driven journey



5 keys to success

- 1) Build a **data-driven culture**
- 2) Develop the **right team and skills**
- 3) Be **agile/lean** in development
- 4) Leverage **DevOps** for production
- 5) Right-size **data governance**

World-class training, services, and support



3 top big data
certifications

Cloudera University



Fastest route from zero
to production

Professional Services



SCP-certified support
anywhere in the world

Cloudera Support



cloudera

Machine learning and analytics optimized for the cloud

- Modern, enterprise platform
- Open partner ecosystem
- Customer success

Thank you
