TOMAHAWK
INFORMATION SOLUTIONS ®
your IT resource

SQL ANALYTICS DATABASE

the fastest, advanced SQL analytics database

VERTICA PRODUCT PROFILE

With in-database Machine Learning and advanced analytics functions, tight integration with open-source technologies such as Hadoop, Kafka, and Spark, and an ecosystemfriendly MPP architecture, Vertica delivers the highest performance at extreme scale. Vertica. Built for fast. Built for freedom.

Solutions
- Communication and Network Analytics
- Embedded Analytics
- Fraud Prevention and Risk Management
- Data Warehouse Modernization
- Internet of Things (IoT) Analytics
- Customer Behavior Analytics

Product Benefits

Vertica is purpose built to handle the challenges of Big Data analytics. With its massively parallel processing system, it can handle petabyte scale, and has done so for some of the most demanding use cases in the industry:

- Fast: Boost performance by 500% or more
- Scalable: Handles huge workloads at high speeds
- Standard: No need to learn new languages or add complexity
- Value: Provides the best value for performance with >400% ROI, 2 month pay back, and millions in annual benefits (www.vertica.com/resource/roi-casestudy-china-pnr/)

Product Differentiators

At the core of the Vertica Analytics Platform is a column-oriented, relational database built specifically to handle today's analytic workloads. Unlike commercial and open-source row stores, which were designed to support small data or are unproven, only Vertica provides customers with:

- Complete and advanced SQL-based analytical functions and in-database Machine Learning for predictive analytics at scale
- The ability to apply and unify analytics in data lakes including Hadoop and S3
- A clustered approach to storing Big Data, offering superior performance
- Better compression, requiring less hardware and storage
- Cloud-optimized architecture to elastically scale up and down for dynamic workloads
- Better load throughput and concurrency with querying
- Less intervention required from a DBA for overhead and tuning

Industries Served
- Media & Entertainment
- Telecommunications
- Financial Services
- Technology
- Public Sector
- Healthcare
- Manufacturing
- Marketing and Adtech
- Retail and eCommerce
- Utilities and Energy
- Travel and Transportation

Customer Examples
- Abiba Systems
- Adform
- Adgear
- Aircel
- AmeriPride
- Anritsu
- Auckland Transport
- Bank of America
- Bla Bla Car
- Cerner Corporation
- China PnR
- deltaDNA
- Etsy
- Finansbank
- Guess
- Intuit
- Maxcom
- New York Genome Center
- Tapjoy
- Uber
- Wandera
- Westwing
- Yellowpages.com
- Yota Networks
- Zebrium
- Zoined

Getting from one stage to the next with big data analytics consulting services

As you move through the five stages, you'll gain more value from your investments in big data analytics. You can successfully reach analytics maturity by employing a few common best practices:

COMMITMENT

- Be willing to "stick with it," because it can take time
- Tap into resources for users, analysts, and data scientists so that they can "fail fast" and learn how to improve
- Have strong executive support and people with a passion for big data and analytics

COMPETENCY

- Ongoing building of skills in big data analytics
- Hire externally as well as build skills internally and encourage sharing of best practices
- Establish training programs and strategies
- Work with people who see the value of big data analytics

A CULTURE THAT CAN MANAGE CHANGE

- Understand the principles of change management
- Challenge or replace unquestioned assumptions with data-driven reasoning
- Employ organizational leadership that champions experimentation and understands the need to address both people and process issues that come with change

Partners
Vertica partners with major technology and solution providers across industries to provide a complete analytics ecosystem so our customers can efficiently manage Big Data. Vertica partners extend value across the data management and analytics stack. Some of them include:
- Data Transformation: Informatica, Attunity, Pentaho, Simba, Syncsort, Talend, SAP, TIBCO, MongoSluice
- Advanced Analytics: Alteryx, Rapid Insight, Dataiku, FICO, ScoreData, SAS
- Cloud: AWS, Google Cloud Platform, Microsoft Azure
- Platform: VoltDB, Cloudera, MapR, Hortonworks
- BI/Visualization: Tableau, Qlik, MicroStrategy, TIBCO, Logi Analytics, Looker

Awards and Recognition
- GigaOm Sector Roadmap: Cloud Analytic

Databases 2019
- Nucleus ROI Award Winner: Ameripride 2018
- Nucleus ROI Award Winner: China PnR 2018
- O'Reilly Most Impactful Initiative: Vertica and Cerner 2018
- DBTA 100 2018 Key Leadership
- Colin Mahony, GM & SVP
- Joy King, VP, Product Marketing, Product Management and Field Engagement