MICRO FOCUS® | VERTICA

Vertica Product Profile

Vertica is the fastest, advanced SQL analytics database, available on-premise, on Hadoop, and on all major clouds.

Product Overview

With in-database Machine Learning and advanced analytics functions, tight integration with open-source technologies such as Hadoop, Kafka, and Spark, and an ecosystem-friendly 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-case-study-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

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

- Andrew Wild, President of Sales