



HPE IS THE ADVIL FOR A BIG DATA HEADACHE

ANALYST

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THE BOTTOM LINE

At the HPE Big Data conference on August 30, the company focused on positioning itself to be a pain reliever for data and analytics scalability headaches. Nucleus expects that by offering a stable foundation for customers with complex analytics and data requirements, HPE has an advantage over other analytics companies, who may have an innovative vision but may not be able to execute.

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THE ANNOUNCEMENT

On August 30, HPE released a number of announcements around development capabilities with advanced analytics and support for new data accessibility sources. The HPE Haven OnDemand (HoD) Combinations is a cloud-based offering built on the HPE Haven OnDemand platform, which allows developers to leverage machine learning capabilities in their applications. The offering includes a catalogue of pre-built artificial intelligence functionality that can be used in a drag and drop format. Some additional tools include:

- More simple coding and improved performance. Complex code is reduced to an API call that can support many transformations, thereby reducing latency and parallel processing.
- Drag and drop user interface (UI). Allows developers to chain more than 70 APIs from HPE Haven OnDemand.
- Publish and reuse. When developers create custom combinations they are able to publish them for the rest of their organization to use.

In addition to these features, Haven OnDemand supports the development of new services and applications with less required coding for machine learning. The solution also has delivery options through developer and commercial versions and can be hosted on the Microsoft Azure Cloud Platform.

The company also announced HPE Vertica 8, which provides in-database advanced analytics capabilities. The new features include:

- In-database machine learning. Users are able to create and deploy R-based machine learning models natively in Vertica, which allows users to analyze larger sets of data.
- Analysis in place analytics on Hadoop. Vertica offers high-performance Parquet and ORC Readers to allow users to access and analyze data in Hadoop without having to copy or move the data.

Vertica 8 supports AWS and Microsoft Azure cloud deployment, which has been improved with this release to allow for easier access to S3 and tighter security. In addition, with an optimized Apache Spark adapter, Vertica now allows users to build data models in Spark for queries on small datasets and then they can move to the Vertica in-database SQL analytics for more advanced querying capabilities on larger datasets.

REACTIONS TO THE ANNOUNCEMENT

One of the current challenges facing the big data market is that users are no longer excited when “big data” is mentioned; instead it causes more of a headache or even a migraine. This is because organizations are still struggling to reconcile the volume, variety, and velocity of their data, let alone even consider reaching scalable analysis.

HPE is taking the position of working as an Advil for the market. They aren’t trying to be a magic elixir, but they are focused on pain relief. The company recognizes that in order to achieve advanced analytics capabilities, organizations first need to be able to more easily handle their core data requirements.

For example, with the ability to publish and reuse machine learning algorithms, HPE addresses a critical need for repeatability in advanced analytics. Designing advanced analytics applications or algorithms requires the time of highly trained employees, whose time is extremely valuable to organizations. With the ability to publish algorithms, their work becomes reusable by the rest of the organization, thus effectively scaling out their developments for repeatable use.

AN E-COMMERCE CUSTOMER'S RESPONSE

Nucleus spoke to one customer who has been using Vertica for nearly four years. They explained how they have been working with HPE to manage large volumes of incoming data from different sources. The company originally chose HPE because it can quickly load and integrate their data without having to redefine tables as frequently. Since the e-commerce company has been growing quickly, this speed is critical to allowing their team to manage an increasing number of responsibilities.

The customer expects that the new release will allow more of its organization to use machine learning functionality. However, it will need to structure the solution with hierarchy controls to ensure only qualified employees are building and distributing machine learning algorithms.

Nucleus has found that advanced analytics deliver 2.2 times more ROI than traditional BI solutions (Nucleus Research, *p216 – Advanced analytics delivers 2.2 times more ROI*). We expect that with the ability to better scale machine learning functionality using the Vertica 8 release, the e-commerce customer will experience this jump in ROI benefits within 4 months of upgrading.

CONCLUSION

A reoccurring trend in the HPE Big Data Conference was a heavy focus on the grunt work, which is what allows HPE to play the role of being an effective painkiller. Offering a stable foundation for customers with complex analytics and data needs, HPE has an advantage over other analytics companies, who may have an inventive vision but are not able to execute. However, HPE has to make sure that it does not forget about the innovation component that is inherent to encouraging investments and purchases in the data and analytics space. As the analytics and data space consolidates, HPE should use the strengths in its foundation and core capabilities to expand its foothold in the market.