

# HP Haven: See the big picture in Big Data

**Pinpoint security risks with  
100% better insights**



## **See the big picture in Big Data with HP Haven**

Understanding your security vulnerabilities requires rapid, deep analytics against business data, machine data, and unstructured human information. The Haven platform can:

- perform lightning-fast analysis on lots of structured data
- derive meaning from unstructured information, including images and voice data

Security breaches can happen anywhere in an organization, and having the ability to analyze any form of data can give you the edge against fraud, theft, and infiltration by pinpointing abnormal behavior patterns.

## **Pinpoint your security risks 100% better with logfile, clickstream, and user sentiment analysis**

- Timely analysis of clickstreams, logfiles, and social media data can pinpoint fraud, security breaches, and areas where risk is escalating.
- Big Data analytics can be applied to network, security, and application log files to give IT leaders the big picture on IT perimeter threats and abnormal user behavior.
- Analysis of social media can help pinpoint shifts in public sentiment and escalate issues and tensions, enabling businesses and government bodies to respond with a full view of the risk.

Deep, fast security analytics provide these capabilities and more. While your Big Data investments are finding new business opportunities through better customer insights and understanding of product usage, Big Data can also be used to protect your business. Fraudulent activities, security threats, and breaches can be quickly identified by pinpointing abnormal behavior patterns.

# How are HP customers protecting their businesses and customers with Haven?

## They are assessing and prioritizing their approach to improved security

The FBI has placed global cyber theft and fraud high on its list of Internet-based crime. The loss to business comes not only in terms of direct monetary theft but, more significantly, in the repairs to systems hit with cyber attacks, and the very costly repairs to consumer trust. The threat to innovation is clear: When a business of any size must re-route budgets to remedy damages that might have been prevented, innovation must take a back seat.

Gartner's 2013 "Security Information and Event Management" (SIEM) report ranks HP ArcSight #1 or #2 in ten of their twelve categories for security, including real-time monitoring, threat intelligence, and threat management use case. Designed to capture raw logs at 100,000 events per second or more, HP ArcSight can compress and store up to 42 TB of log data per instance and execute searches at millions of events per second. It means businesses can process Big Data events at faster speeds, and get security information as quickly as it's needed.

**Serbia's Banca Intesa** provides an automated count of key risk indicators, detailing major risks and documenting how they are handled.

[Learn How](#)

## **They are developing a 100% better view into the threat landscape**

Today's threats are complex and targeted, and their power is evolving as rapidly as the solutions designed to mitigate them. Thieves aren't just trying to prove a point: They're out for financial gain, to cause real damage. This is why companies are turning to managed security service providers (MSSPs), whose tools tackle the shifting threat landscape. MSSPs help companies focus on business innovation—what companies like yours do best—instead of worrying about security issues.

HP ArcSight provides an extensible platform on which companies can build threat protection services unique to their business, including intelligent analysis, forensics capabilities, and malware analysis. For security providers offering services to clients via the cloud or SaaS, ArcSight supports complex feature sets for a solution tailored precisely to a customer's requirements.

**TELUS** provides managed security services, both on-premise and cloud-based, that can effectively address the evolving and increasingly complex threat landscape.

**[Learn How](#)**

## **They are analyzing patterns to detect threats before they become problems**

Misinformation and misperceptions often lead to snap judgments that can harm individuals, a company, even an entire community. Certainly, the answer lies in better communication. And that begins with a better understanding of what is being communicated, why, and by whom. Sentiment analysis is the process of real-time monitoring of social media—what’s being communicated regarding a person, a product, or an event. Organizations can then quickly respond to an emerging crisis, as long as they can sift through the enormous volume of social media data to find what’s relevant.

HP Autonomy can reveal key ideas and concepts in structured and unstructured information. It automatically “understands” the concepts expressed in tweets, news articles, blogs, even photos and video. It is able to identify trends, themes, and subject adjacencies, automatically sifting through the mass of data.

HP’s solution enables **UK’s leading police force** to better engage the community and respond to local events.

**[Learn How](#)**

## **What will you do next with Haven?**

Our customers and partners are rapidly embracing Haven for a variety of Big Data needs in the area of security and security analytics.

### **Consider these questions:**

- 1.** Are we able to detect and/or prevent cyber attacks on our business and our customers' businesses?
- 2.** Can we gain insights into community behavior and sentiment, including our website visitors? How easily and quickly can we act on these insights?
- 3.** Do all components of our data management infrastructure work together? Or are data and applications siloed, with little or no centralized access?
- 4.** Do we have the Big Data expertise in-house to handle explosive data growth efficiently and deliver meaningful analytics/insights to responsible parties?

# Haven offers the analytics engines that can help you understand your customers

**Hadoop, Autonomy, Vertica, Enterprise Security, and n-apps** comprise the HP Haven platform, which brings together everything you need to profit from Big Data. Haven encompasses hardware, software, services, and business transformation consulting. At the core are the three HP Haven engines, described below. You can choose one, two, or all three of them, depending on your Big Data requirements:

- **HP IDOL**, from HP Autonomy, is the “A” in Haven. It powers analytics, digital marketing, information management, and governance solutions by enabling you to index, search, and analyze human information at scale and in context. It can process over 1,000 file types, including tweets, email, audio, images, and video.
- **HP Vertica** is the “V” in Haven. It’s a massively scalable database platform, custom-built for real-time analytics on petabyte-sized datasets. It supports standard SQL- and R-based analytics, and it offers support for all leading BI and ETL vendors.
- **HP ArcSight Logger** provides Enterprise Security—the “E” in Haven—with real-time collection and analysis of logs and security events from a wide range of devices and data sources. It leverages Big Data to bridge both operational intelligence and security intelligence.

Learn more at  
[hp.com/Haven](http://hp.com/Haven)

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