

# HP Haven: See the big picture in Big Data

Optimize your operations  
with 100% clarity



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

Improving the operational aspects of a business can span the organizational chart, from line of business teams focused on the supply chain to IT teams reporting on communication networks and their switches. The goal is to capture the data streaming in from these various processes, and put Big Data techniques to work for you. The Haven platform can:

- perform very fast analysis on lots of structured data
- derive meaning from unstructured information

Many organizations already focused on Big Data for marketing and customer-oriented analysis have an opportunity to use that same data gathering power and analytics for a deeper, profitable view into their operations.

## **Run your business operations 100% better with lightning-fast, actionable insights**

HP's Haven platform for Big Data can help your organization intelligently manage and analyze high volumes of operational data in a cost-effective manner.

- How can I better predict network capacity issues to ensure our new service launch is a success?
- Can we reduce expenses by identifying patterns in our call detail records?
- How can my highly innovative team launch new services more quickly to keep our customers happy?
- How can I find inefficiencies in our supply chain and improve the situation?
- Can Big Data help me detect fraud and comply with new regulatory requirements?

# How are HP customers improving their business operations with Haven?

## They are reducing the time for query results from hours to minutes... even seconds

Many IT organizations struggle to extract business insight from existing data warehouses fast enough for real business impact. All too often, an overnight batch-process impedes Line-of-Business managers from getting the insight they need for quick action. Or an SQL query running against a standard database is simply too slow.

The Vertica component of the HP Haven platform offers an architecture that's optimized for rapid analytics. Compared to row-store database systems, Vertica's columnar design provides lightning-fast query results, so complex queries run in minutes, not overnight; often they complete in seconds, instead of hours. You can bypass or eliminate your batch processing for analytics. The Hadoop component of HP Haven helps you integrate data stores developed for separate purposes in a single data warehouse environment.

Analysis through the HP Vertica Analytics Platform goes beyond identifying solution performance issues. It enables **Cerner** to become more proactive in managing its hosted "Millennium" service.

[Learn How](#)

## **They are using advanced analytics to understand consolidated IT data**

In addition to increasing the speed of data analytics, internal processes can be significantly improved by integrating multiple data sets together and deriving better insight from connected intelligence. IT organizations no longer know or control all the technologies in their environment and need solutions to prepare, predict and pinpoint issues.

**HP Operations Analytics**, an HP Haven “n” app, delivers actionable intelligence about IT issues with advanced analytics capabilities for consolidated IT data—including machine data, logs, events, topologies, and performance statistics. By making it possible to collect, store, and analyze operational data, HP Operations Analytics lets you analyze all of your important information to diagnose problems and determine root cause. Organizations typically reduce downtime by up to 80%, fix issues 80% faster and for a price 80% cheaper than most comparable solutions.

**Vodafone Ireland** implemented an integrated, end-to-end IT service management solution framework to deliver and track business services with quantifiable benefits.

**[Learn How](#)**

## **They are optimizing the supply chain to more rapidly handle market changes**

Manufacturing companies with complex supply chains don't spring up overnight. Frequently, these are companies who've been in business for decades, helping to expand and mature a marketplace for themselves and for their many partners and suppliers. Over the years, operational systems, decision-support systems, transactional layers, and analytical systems have proliferated—each less likely to be replaced than simply augmented as the next wave of technology offers some new advance.

The HP Vertica analytics engine allows teams to perform hundreds more queries, each running hundreds of times faster, which leads to more readily available and quantifiable business results.

**Kokubo & Co.:** “Now we're truly experiencing the reality of how improvements in system performance drive business.”

**[Learn How](#)**

# What will you do next in the field of Big Data?

Our customers and partners are rapidly embracing Haven for a variety of Big Data strategies that improve their business operations.

## Consider these questions:

1. Are we able to process, store, and index all critical data across our organization, including structured, unstructured, and semi-structured data?
2. Can we draw actionable intelligence from a combination of machine data, transactional data, and unstructured data?
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 and deliver meaningful analytics/insights to the business?

# 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)

Stay up to date with strategies and best practices for Big Data  
Register for the **Big Data edition** of HP’s executive newsletter.

