



THE CHALLENGE

Organizations are struggling to extract business value from all their data for making better decisions faster.

THE SOLUTION

Analytic Insights Module delivers a self-service experience for rapidly transforming data into actionable insights with high business value. With Analytic Insights Module you can:

- Discover, ingest, index and enrich ALL data with the Data Curator into a single view
- Provide lineage, governance and security for all users, applications and data stores with the Data Governor
- Empower data analysts with role-based, self-service
- Publish trusted curated data sets to a Data and Analytics Catalog for collaboration and reuse
- Transform actionable insights into data-driven applications and new business models
- Embrace a virtuous cycle for continuously integrating new insights into analytics processes

DELL EMC ANALYTIC INSIGHTS MODULE

Gather. Analyze. Act.

DRIVE YOUR BUSINESS WITH DATA INSIGHTS

Big Data powers new possibilities for organizations. Leveraging insights generated from all their data sources as well as external public sources, organizations can monetize new opportunities, enhance customer experiences and optimize key business processes.

So why do so most data analytics initiatives fail or stall? Many organizations are struggling with how to extract business value from their data. They want to avoid the “orphaned analytics” phenomenon, 90% of which are one-off analytics developed to address a specific business need, but never “operationalized” or packaged for re-use across the organization. Realizing business value from analytical insights takes too long, because data analysts spend up to 80% of their time finding, wrangling and cleansing data before they can focus on analytics. Further complicating these initiatives is data governance, with 71% of corporate employees having access to data they should not. While organizations are optimistic of the insights offered by data analytics, they are tempered by implementation concerns, organization-wide acceptance and internal expertise. Transforming data analytics into actionable insights can be difficult – until now. Getting started is easy with Dell EMC Analytic Insights Module.

A SELF-SERVICE EXPERIENCE FOR DATA ANALYSTS AND APPLICATION DEVELOPERS

Analytic Insights Module is engineered to combine self-service data analytics, with cloud-native application development into a single cloud platform. It enables organizations to rapidly transform data into actionable insights with high business value – in days or weeks rather than months. Analytic Insights Module eliminates the months it takes to build your own platform. It helps organizations gather, analyze and act on data insights for monetizing new digital business opportunities.

Analytic Insights Module brings together business executives, data analysts, application developers and IT teams – providing each with the insights, data sources, tools and controls they need.

GATHER

Beyond traditional Hadoop appliances, Analytic Insights Module delivers flexibility, deep data awareness and the fastest time to realize the value of your data through our unique Data Curator, Data Governor and Data and Analytics Catalog. These built-in capabilities allow organizations to gather the right data through deep data awareness and deliver a single view of ALL their data to eliminate the phenomenon of data silos.

DATA LAKE

Analytic Insights Module integrates a highly-scalable Data Lake for multi-protocol file storage with EMC Isilon and flexible object storage with EMC Elastic Cloud Storage.

The Data Lake supports consolidation of data into a single store. As a central storage component, the Data Lake removes the complexity of storage silos associated with large amounts of disparate data.

ADDITIONAL STORAGE OPTIONS

Analytic Insights Module supports block storage databases as well as attribute-value stores to enable the optimum storage type to run your analytics.

DATA CURATOR

According to Gartner, through 2017, 90% of the information assets from big data analytic efforts will be siloed and un-leverageable across multiple business processes. Our Data Curator builds on the value of the integrated Data Lake by providing a single view of ALL discovered, indexed and curated data sets both within the Data Lake and selected external sources. It saves data analysts up to 80% (Forrester) of their time, preparing data for their analytics; freeing them to be completely focused on delivering value to the business. The Data Curator provides data analysts access to a wide range of data through powerful data discovery capabilities capturing operational, technical and business metadata upon ingestion. The Data Curator's indexing capabilities, profile, identify, enrich and unify data across the enterprise.

DATA GOVERNOR

Built into Analytic Insights Module, the Data Governor provides data lineage and end-to-end security at the data layer. This supports the reuse of trusted data across the organization – published through the Data and Analytics Catalog, increasing its value the more often it's used. The Data Governor delivers end-to-end data visibility, traceability and availability of an organizations data and tracks the lineage of where data moves. This speeds the time it takes to access the right data. The Ponemon Institute reports that 71% of corporate employees have access to data they should not. The Data Governor provides data centric security, enabling organizations to define fine-grained data access policies that are applied to all users, all applications and across multiple data stores. The Data Security Policy Engine can be configured as precise as needed such as – file, table, column, row, cell, and partial cell, as well as context aware policies such as - use session, data, and user attributes, with a negligible effect on system performance.

ANALYZE

Analytic Insights Module empowers data analytics teams with a fast and efficient self-service user experience, while giving them the freedom to use their analytics and visualization tools of choice. It allows them to collaborate and share their analytics across the organization for reuse, avoiding the “orphaned analytics” phenomenon.

SELF-SERVICE

Data analytics teams are provided security and resource quotas by IT for a role-based, self-service experience. It allows them to easily stand up independent workspaces and tools on-demand without disrupting the enterprise infrastructure. Data analysts can ingest data sets based on data authorization policies, and share actionable insights with application developers to support business outcomes. The self-service experience delivered by Analytic Insights Module allows data analysts to focus on rapidly generating actionable insights with high business value in days or weeks rather than months.

CHOICE

Data analytics teams have the option to select either the Cloudera or Hortonworks Hadoop distribution. They can also choose from any of the analytics and visualization tools available from the expansive ecosystem beyond Analytic Insights Module.

PUBLISH

One of the best ways for maximizing the benefits of data insights is through collaboration, sharing and reuse, which is exactly what Analytic Insights Module was built to do. Data analytics teams are able to collaborate across the organization by securely sharing published data sets in the Data and Analytics Catalog (DAC). Published data sets can be repurposed across the organization for new processes and applications, saving the expense of time spent finding, assessing, blending and wrangling data. This reuse of trusted data increases its value the more often it's used.

PARTNER

Analytic Insights Module supports a strong partnership between business and IT visionaries. It brings together business executives, data analysts, application developers and IT teams – providing each with the insights, data sources, tools and controls they need. Self-service empowers data analyst teams to rapidly find valuable insights on a cloud platform where IT Teams can apply policies to the environment for ensuring corporate governance.

ACT

Organizations are looking for ways to make better, faster decisions based on intelligent data insights. Analytic Insights Module empowers organizations to transform actionable insights into data-driven applications - customer facing, dashboards and reports as well as embedded systems to deliver new products, services and support new business models.

OPERATIONALIZE

Insights surfaced by the data analysts are operationalized with the application developers, enabling them to build data-driven applications and enhanced customer experiences.

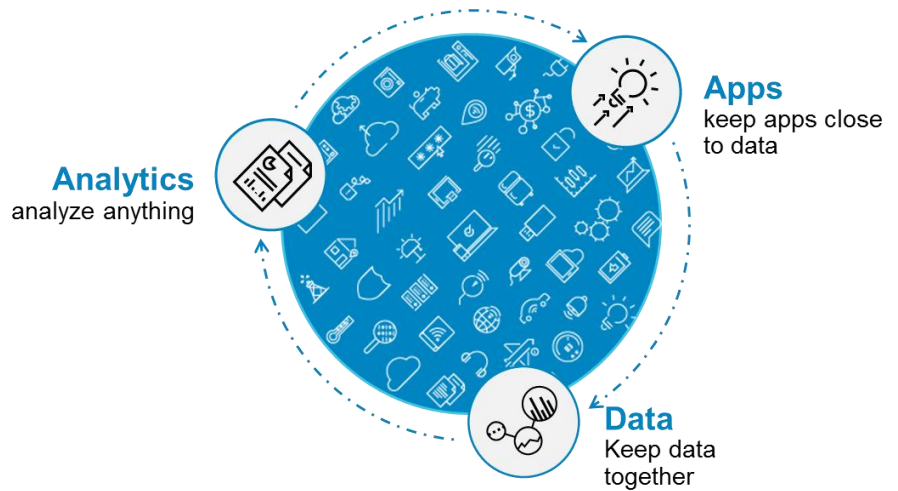
APPLICATION DEVELOPMENT

Delivered on Native Hybrid Cloud, a turn-key platform based on Pivotal Cloud Foundry, Analytic Insights Module makes it easy for data analysts to collaborate with developers. Data and analytics services are shared with the application development framework, allowing developers to transform actionable insights into data driven applications. It simplifies how next generation cloud-native applications are built, deployed, operated and managed, while increasing productivity and operational efficiency.

VIRTUOUS CYCLE

A new generation of cloud native and mobile applications can capture and generate more data, creating newer insights which can be integrated back into the data analytics process to enrich intelligent applications and provide even greater insights. Analytic Insights Module supports a rapid continuous and virtuous analytics cycle, where the curated data used for the analytics can be shared across the organization. The speed at which your organization can move through this virtuous cycle enhances your ability to grow the business and create a competitive advantage.

Figure 1. Virtuous Cycle with Analytic Insights Module



A HOLISTIC APPROACH TO DATA ANALYTICS

Analytic Insights Module is your fastest path for modern digital transformation, enhancing the partnership between business and IT visionaries. It's the foundation for successful actionable insights you can monetize into new and disruptive business models. Single contact support from Dell EMC reduces your operational risk. Analytic Insights Module accelerates your data analytics initiatives and helps you achieve your business outcomes with confidence.

TAKE THE NEXT STEP

Dell EMC Services offers a portfolio of consulting engagements to accelerate your data analytics initiatives. Two consulting services, Analytic Insights Module Software Installation and Analytic Insights Module Use Case Implementation are available to support and extend the value of the platform. Many customers start with our Big Data Vision Workshop to quickly identify their best data-driven opportunities. We can also help you enact your plans by developing your Big Data architecture, surfacing data insights, developing and implementing analytics solutions into production, and operating your Big Data environment.

Contact your Dell EMC sales representative to learn more about Analytic Insights Module and how it can benefit your organization.

CONTACT US

To learn more, contact your local representative or authorized reseller.



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