Transforming Business Through Data-Based Insights
Solution Brochure
Seize the Opportunity Within Your Data

The strategic use of data is changing. Data is now something we use to make business decisions in real time. Organizations that successfully use their data will transform their business and lead their industries.

The problem is making sense of data: structured, semistructured, and unstructured data. In order to draw on all the data available, your business needs an analytics-ready infrastructure and a comprehensive data management solution.

But Businesses Don’t Use All of Their Data

<table>
<thead>
<tr>
<th>Without Hadoop, most businesses use only 33% of their data</th>
<th>With Hadoop, businesses can use 100% of their data</th>
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<tbody>
<tr>
<td><img src="image1" alt="Data Icons" /></td>
<td><img src="image2" alt="Data Icons" /></td>
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<tr>
<td>Business Insights</td>
<td>Business Insights</td>
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<tr>
<td>Leading to limited insights</td>
<td>Unlock insights using all your business data</td>
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Cisco and Cloudera Are the Right Choice

A Cisco UCS® Integrated Infrastructure for Big Data, powered by Intel® Xeon® processors, with the Cloudera Enterprise solution, helps organizations realize the value of their structured, semistructured, and unstructured data.

Together, they deliver:

- **Fast Performance**
- **Simple Management**
- **Robust Security**
Cisco UCS Integrated Infrastructure with Cloudera Enterprise

Capitalize on Big Data with Cisco and Cloudera

**Fast Performance**
Access your data quickly to deliver business value
- Deliver higher performance
- Unlock insights faster
- Scale without affecting performance

**Simple Management**
Manage your data and infrastructure easily and efficiently
- Deploy rapidly with minimal effort
- Monitor the entire data center (platform) through a single pane of glass
- Prosper with proactive and predictive support

**Robust Security**
Help ensure that your data is well defended
- Protect data with strict authentication and authorization protocols
- Deliver industry-standard compliance
- Encrypt data for additional security

**Quickly Set Up Your Environment with a Pretested and Prevalidated Solution**

<table>
<thead>
<tr>
<th>Cisco UCS Director Express for Big Data (one-click provisioning, installation, and configuration)</th>
<th>Operations</th>
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<tbody>
<tr>
<td>Batch Stream SQL Search SDK</td>
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<td>Unified Services</td>
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<td>Resource Management Security</td>
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<td>File System Relational NoSQL</td>
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<td>Store</td>
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<td>Batch Real-time</td>
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<td>Integrate</td>
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Cisco UCS Integrated Infrastructure for Big Data
Western Union Transformed Its Business

**Company bio:** Western Union is a globally recognized brand that helps connect customers financially through cross-border, consumer-to-consumer money transfers, bill payments, and other financial services.

**Challenge:** Western Union wanted to make its customers’ lives easier through data engineering in two areas: customer experience and security, risk, and compliance.

**Solution:** Western Union implemented Cloudera Enterprise on Cisco UCS.

**Results:**
- Impact transactions and drive customer compliance
- Low total cost of ownership at scale
- 360-degree customer view

"We’re able to risk-decision a lot better with the harness of the data that we have. And that’s just one example of many, many variables that we can now use in how we anticipate and risk-decision our customers and their transactions."

—Sanjay Saraf, CTO and SVP, Western Union

**Thank you**
For additional information, contact your Cisco sales rep or visit:

[www.cisco.com/go/bigdata](http://www.cisco.com/go/bigdata)
[www.cloudera.com](http://www.cloudera.com)

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