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Adatból versenyelőny?

Data-Driven Competitiveness

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Account Manager for Central and Eastern Europe

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Cloudera Snapshot

Market	The modern platform for data management and analytics
Enterprise-Grade	700+ enterprise subscription software customers
Largest Ecosystem	2000+ partners
Global Scale	Operations in 29 countries, 24x7 global support, education
Open Source Innovation	Leading developers & contributors to Hadoop community
Employees	1,400+
Funding-to-Date	$900 million (Intel, Accel Partners, Institutional Investors)
Founders	
Headquarters	Palo Alto
European R&D Center	Budapest, Hungary

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Hadoop is driving board level initiatives

DRIVE CUSTOMER INSIGHTS

IMPROVE PRODUCTS & SERVICES EFFICIENCY

LOWER BUSINESS RISKS

Modernize Data Architecture

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Hadoop: Transforming Enterprise Data Architecture

Explosion of new data

Designed for 3Vs of new data
Native security
Significantly lower cost

Data-driven enterprises

Multiple analytic engines
Agile development tools
Extremely fast performance

Open architecture

Rapid innovation
Large ecosystem
No vendor lock-in

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Use Case - Network Optimization

- Data Sources
  - Network traffic
  - Information on network routes
  - Quality of service
  - Demographic data
- Business Results
  - Predict future traffic growth in specific markets and regions
  - Identify areas where the network is oversized or undersized
  - Identify areas where traffic growth could deliver additional sales opportunities

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Which customers used the most data last month?
How can we improve this customer's journey with our brand, across all channels?
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SFR

SFR delivers a 360-degree view to optimize the customer journey.

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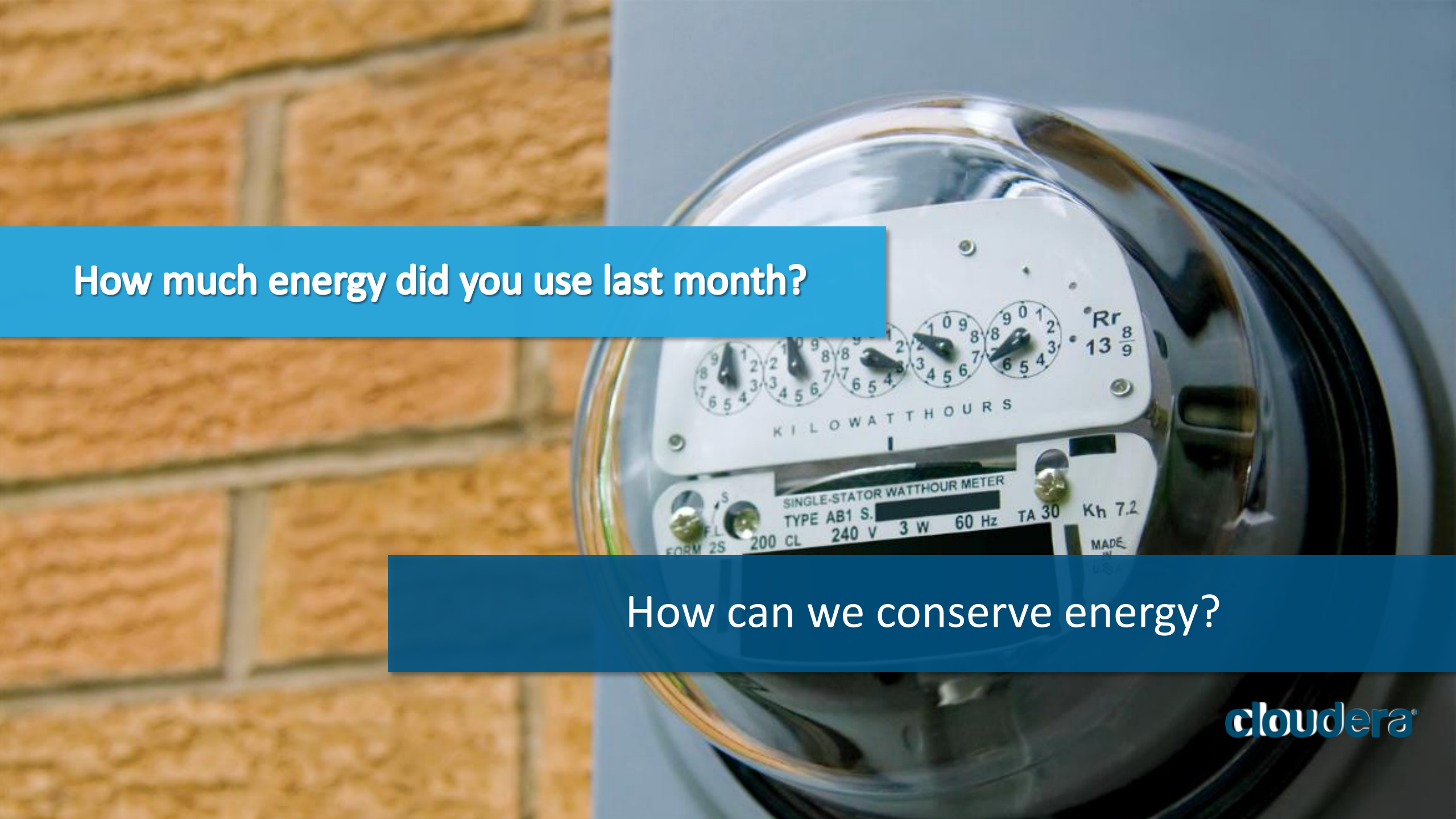
How much energy did you use last month?
KILOWATTHOURS
SINGLE-STATOR WATTHOUR METER
TYPE AB1 S.
240 V
3 W
60 Hz
TA 30
Kh 7.2
200 CL
How can we conserve energy?
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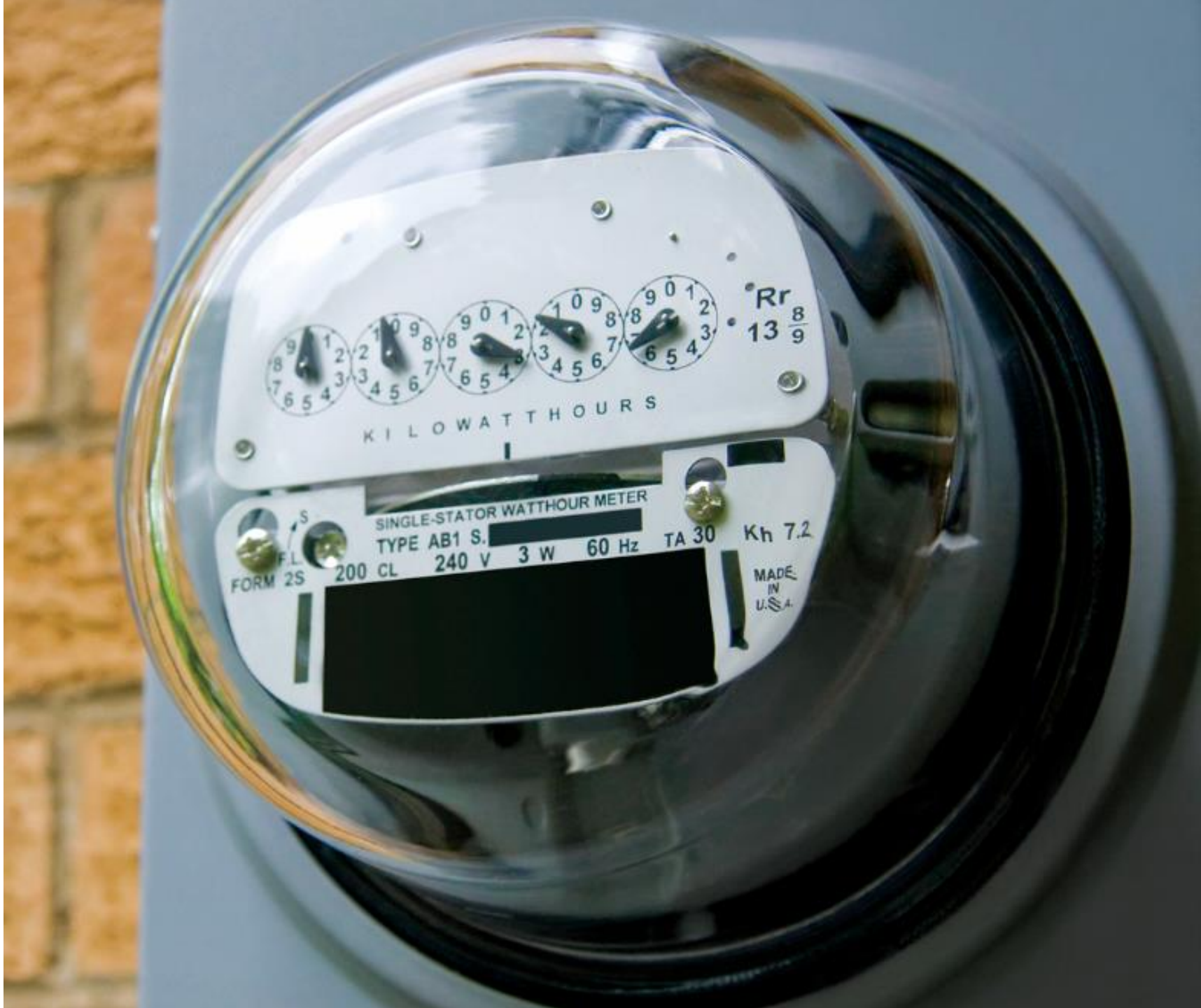
OPOWER

Opower uses big data to help consumers save $320 million in utility bills



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TRAVEL
» CUSTOMER EXPERIENCE
» INTERNET OF THINGS
» ADVANCED ANALYTICS

Schiphol
Amsterdam Airport

- To improve traveler satisfaction and safety, a European needed to reduce downtime for critical operational machines
- Cloudera Enterprise in the Cloud captures and correlates sensor data with transactional data to proactively assess the health of its machines and deliver necessary fixes to prevent failure

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Thank you

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