With the explosive growth of data from day-to-day business operations, augmented by increasingly available and affordable third party data sets, business users need unbridled access to data at a scale previously impossible. In order to deliver analytics on those rich data volumes and gain relevant insights, a new component is required in the business intelligence infrastructure – the Analytical Platform. **Kognitio Cloud makes it easier than ever to get started.**

Kognitio Cloud is a ready-to-use analytical platform. Elastic and scalable, it enables complex analytics on volumes of data with blazing speed and granular detail, all without the need for capital expenditure.

Bringing an analytical platform to bear enables business analysts to drill-down from broad market and segment trends to understand the granular events affecting individual products, markets and accounts. Leveraging Kognitio Cloud under an existing business intelligence infrastructure gives business users the power to perform ‘train of thought’ analysis in real-time, without acquiring the systems, technology and manpower related to traditional business analytics environments.

What does Kognitio Cloud involve?

- No Capital expenditure
- No minimum licensing term
- Unlimited data size limits
- Rapid deployment
- Low budget commitment
- Reduced skills requirement
Ultimate flexibility and powerful capabilities keep Kognitio Cloud clients ahead of their competitors with the ability to “spin-up” environments in no time and do complex analytics on data, regardless of its structure, size or location. Clients use it for a wide range of analytical projects when and where they need it:

- In-memory data capacity from GBs to PBs
- Costs from 64¢ to budget requirements
- From simple reporting to complex modelling
- Query times in milliseconds to minutes rather than hours to days

Kognitio Cloud is all about ensuring your analytical workload can match and improve the pace of demand in business operations. It is offered as either a public cloud or private cloud Platform-as-a-Service (PaaS), to enable delivery most suited to your business model.

**Traditional DB versus Kognitio Cloud**

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**Environment for Design & Development**

Clients benefit from unprecedented performance achieved through Massively Parallel Processing (MPP) capabilities in-memory. This means high-performance analytics on a scale perfectly aligned with today’s data volume, variety growth and analytical complexity.

Whether you need a test and development environment or full production analytical system, Kognitio Cloud can give you the performance, capacity and connectivity you need when you need it.

**Kognitio Cloud in the Business**

Every business can benefit from fast, relevant insights on data about their clients, partners and market environment. Perhaps combining web traffic with off-line sales provides an insight, or maybe combining pre-structured data in a test environment will lead Data Scientists to uncover buying and spending patterns that provide competitive advantages.

Whether a temporary solution or permanent decision support platform is required, Kognitio Cloud is the most flexible and powerful solution available.

- Retail customer buying and spending patterns
- Telecommunications Network Analytics
- Social Network Analysis
- Customer journey/market basket analysis
- Financial revenue allocation modelling
- Web analytics and traffic pattern analysis

Moreover, with Kognitio Cloud, operational leaders can see the impact points and dynamics in production systems, logistics management or delivery network systems. Think of Kognitio Cloud like offering a short sighted person walking through a meadow a pair of glasses for the first time. Suddenly they can see the flowers to gather, the insects to avoid and the direction to walk. Suddenly they can see how to make money from all the activity and resources that the meadow has to offer.

**Value for the IT Organization**

With tight timelines and capital budgets, Kognitio Cloud is the answer for ‘power users’ of analytics. Business users can continue to report, visualize and develop queries in their favorite BI tools, enabled by easy interoperability with existing environments through standard interfaces like ODBC/JDBC, ODBO and XML/A.
Lower Costs
Stuck on size? Kognitio Cloud saves time and money by taking the guesswork out of system sizing. By offering elastic platform capacity regardless of data volume, there is no need to invest and build for the highest anticipated level of future data capacity but rather pay only for the amount of analytical processing on an “as needed” basis. That elasticity eschews wasted expense with flexible contract terms as well, with public cloud environments, charged by the hour and starting at only 64 cents for seven gigabytes!

Fast Execution of Analysis Projects
Kognitio Cloud is ideal for complex analytical data projects, requiring up to 80% less administration, support and tuning for unprecedented performance. With no need for partitioning, indexing or data aggregation, time previously spent in data manipulation can be used instead for analysis — the benefit of a true “load and go” environment… where professionals can concentrate on the value they create from the data, not system maintenance.

Focus on Innovation, not Infrastructure
Kognitio Cloud has been designed to enable businesses to make decisions from new and evolving analysis requirements. Whether it is from internet, third party data, CRMs or other application systems, the platform can ingest data with any structure and immediately begin data analysis. Kognitio Cloud empowers curiosity, and being curious is the source of innovation!

Public Cloud versus Private Cloud
Kognitio Cloud is offered using Amazon Web Services for immediate short term or longer term deployment. This means not only massive flexibility as customers are able to purchase small increments of integrated capacity on an hourly basis, but a reduced cost for you when you are ready to commit to one or more years.

Sometimes your business model demands data is not in a virtualized environment, so Kognitio offers a private cloud with data held on infrastructure in a Tier 3 secure data centre. You decide which suits you. Both are flexible, both are immediate without costly hardware deployment timescales.

World Class Security
Companies worry about their data’s security when they consider outsourcing. Risk Officers can relax in the confidence that customer data is protected through a significant investment of multi-layered physical and logical security. Kognitio hosting centres comply with standards including ISO27001, SAS70 and US Safe Harbor. This enables IT professionals to provide capability without disruption to the data center nor compromise to data security.

How to Get Kognitio Cloud
Kognitio Cloud is accessible immediately through Amazon Web Services Marketplace. Simply go to www.kognitio.com/cloud and click the AWS link to take you straight there.

“Speed and responsiveness are pivotal to our ability to serve clients. We see the Kognitio Cloud offering to be a quantum leap in terms of technology, and we know that it will provide us with a far more extensive and powerful platform than we’ve seen in traditional databases.”

Pradeep Ananthapadmanabhan | CTO | VivaKi
About Kognitio

Kognitio is driving the convergence of Big Data, in-memory analytics and cloud computing. Having delivered the first in-memory analytical platform in 1989, it was designed from the ground up to provide the highest amount of scalable compute power to allow rapid execution of complex analytical queries without the administrative overhead of manipulating data. Clients span industries, including market research, consumer packaged goods, retail, telecommunications, financial services, insurance, gaming, media and utilities.

Some Key Clients

Kognitio invented the in-memory analytical platform, bringing it to market in 1989. It has since been at the forefront of every major innovation in business intelligence over the past generation and continues to focus on providing the premier high-performance analytical engine to power business insight around the world.

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