

Scale hundreds of use cases and thousands of users with ease

SMARTOFFLOAD: MIGRATE YOUR DATA WAREHOUSE TO CLUDERA

Why choose Cludera Professional Services?

- **Sizeable Pool of Technical Experts** - Cludera's services team is composed of over three hundred technical experts adept at designing, architecting and implementing big data solutions, including comprehensive migration planning and execution.
- **Deep and Wide Knowledge Base** - Cludera has amassed an unparalleled knowledge base and delivery practices to deliver projects faster and more cost effectively.
- **Experienced Delivering Over 1000 Big Data Projects** - Cludera has delivered more than 1000 projects and brings to bear valuable experience to help lower project risk and achieve success.
- **Broad Range of Services** - Cludera offers a broad range of services to help at every step of the journey, on all infrastructures, from on-premises to the cloud, and ranging from solution design, to implementation and production readiness
- **Driven By Customer Success** - Cludera is driven and measured by our customers' success and will use every opportunity available to achieve their goals and objectives



Data Warehousing is the backbone of every data-driven organization, providing mission critical analytics. Today, modern data warehousing has evolved to meet the intensive demands the newest analytics require to be data-driven. While this "data tsunami" may pose a set of new challenges, it also opens up opportunities for a wide variety of high value BI and analytics use cases that enterprise is eager to capitalize on. However, traditional data warehouse solutions show their age with deployments that are costly and slow to scale in storage as well as performance, and that also struggle to deal with semi- and unstructured data.

Why migrate your legacy data warehouse?

With an inability to tackle new and changing modern data warehouse use cases, at an unprecedented scale, legacy data warehouses' proprietary technology and expensive cost of ownership become increasingly hard to justify.

The demands of modern data warehousing spans analysis across all data - those that originate from traditional backend business systems to those that come from sensors at the edge. These ever increasing demands raise several questions:

- How can the data tsunami be managed while shortening the data warehouse lifecycle?
- How can hundreds of new use cases that leverage this data be supported?
- How can organisations cost-effectively and dynamically scale across a choice of environments, spanning the data center and the cloud?

For more information

This document does not constitute an offer. For more information about Migration or any other Cloudera Professional Services offering, contact your Cloudera representative.

Learn more at cloudera.com

About Cloudera

At Cloudera, we believe that data can make what is impossible today, possible tomorrow. We empower people to transform complex data into clear and actionable insights. Cloudera delivers an enterprise data cloud for any data, anywhere, from the Edge to AI. Powered by the relentless innovation of the open source community, Cloudera advances digital transformation for the world's largest enterprises.

Learn more at cloudera.com

Highlights from successful migrations

- A large healthcare organization in the US: Migrated more than 30 TB of data from their legacy data warehouse, onboarded new data sources, unleashed new use cases, and saved more than \$2.5M in license and maintenance costs
- A global bank in Asia Pacific: An effort that started as a (partial) data warehouse offload turned into a full blown migration - moving both ETL and BI jobs into the Cloudera Data Warehouse. The migration delivered significant savings in operational costs and currently stores more than 2 PB of data
- A large retailer in Europe: After migration, demand forecasting of orders improved by 3%, vehicle fleet cost savings amounted to several millions of dollars, and the retailer was able to deliver on the promise of predictive analytics from large data sets.

Migrating with the Cloudera Data Warehouse Migration Factory

Having migrated several Teradata and other legacy data warehouses to the Cloudera Data Warehouse platform, Cloudera's "Data Warehouse Migration Factory" methodology was built from many successful migrations and provides:

A customized inquiry session to listen to your specific needs and challenges

- A one-day workshop to discuss the tools and techniques available for migration
- An optimized and detailed plan that understands your opportunities and pain points
- An estimate of the level of effort required to complete your unique migration
- Workshops that align with the details of your migration program, tailored to your organization's specific timelines

The Cloudera Data Warehouse supports the newest data warehouse initiatives that require a modern approach:

- **Data Warehouse Optimization** - Traditional data warehouse infrastructures often lack the ability to cost effectively handle the increase in data volume, number of users, and more advanced analytics use cases needed to drive business insight and value. Optimizing a legacy data warehouse involves partially or fully migrating traditionally difficult workloads (large scale ETL jobs, self-service BI) from the legacy data warehouse to the Cloudera Data Warehouse.
- **Operations Data Warehousing** - Traditional data warehouse infrastructures cannot handle the task of analyzing the large amounts of events and time-series data that is found in machine logs, sensors, and other devices at the edge. The real time analysis of these very large and constantly growing data sets requires a modern approach. The Cloudera Data Warehouse harnesses the power of highly scalable engines designed to work with time-series and events data.
- **Discovery Data Warehousing** - Traditional data warehouse implementations are by their very nature highly structured. So when it comes to analysis on structured together with semi-structured and unstructured data, they become unstuck. The Cloudera Data Warehouse is designed to tackle the hard problem of analyzing across textual and relational data. When users need to perform data exploration and experimentation, they can sift through vast amounts of textual data, correlating with relational data, using the powerful query engines provided by the Cloudera Data Warehouse.