



Highlights

- Unlock the true potential of big data with included analytics capabilities
 - Deliver business insight through reporting, analysis, scorecards, dashboards and other data visualization
 - Accelerate deployment with data integration and transformation tools to move data into or from your data warehouse
 - Leverage emerging data sources to drive new insight with Hadoop data services
 - View information and events as they unfold
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IBM PureData System for Analytics N3001

Big data and business intelligence ready

The goal of an integrated business intelligence and big data analytics platform is to dig deeper into the why, where, what and how of a customer, product and company. Enterprises are in a real-time competitive fight to know when customers buy something, where they buy, and what they are thinking before they ever walk into a store or visit a website. The power of big data, big data analytics and an integrated business intelligence and big data analytics platform can help.

IBM® PureData® System for Analytics N3001, powered by IBM Netezza® technology, includes new capabilities for business intelligence, data integration and transformation, management of Hadoop data, and real-time analytics.

Business intelligence

For data to be useful to users, it must integrate customer information with finance and sales data, product data, marketing data, social media, demographic data, competitors' data and more. IBM Cognos® combined with IBM PureData System for Analytics, provides leading business intelligence and enterprise scalability for reporting, interactive analysis, scorecards, dashboards, data visualization, mobile business intelligence and more. Cognos Business Intelligence offers high-performance online analytical processing (OLAP) over relational experience, exploits Netezza analytic in-database functions, and extends the benefits of the IBM PureData System by adding in-memory and caching on to already fast appliance performance.

Included with the IBM PureData System for Analytics N3001 are software entitlements to Cognos Business Intelligence 10.2.1 for five analytics user licenses and one analytics administrator license to use when the IBM PureData System for Analytics N3001 is your data source for analytics.



Data integration and transformation

Data integration is the combination of technical and business processes used to combine data from disparate sources into meaningful and valuable information. Complete data integration encompasses discovery, cleansing, monitoring, transforming and delivering data from a variety of sources. The IBM InfoSphere® Information Server for data integration can help you understand, profile, cleanse and integrate data from heterogeneous sources, load data to your data warehouse, and move data from the data warehouse into a subject area data mart.

IBM PureData System for Analytics N3001 includes software entitlement to 280 PVUs of InfoSphere DataStage® 11.3, including two concurrent users of the designer client and use of InfoSphere Data Click for self-service data integration to enhance business agility.

Real-time analytics

Configuring effective and efficient big data analytics at scale has long been a challenge. Moreover, storing huge amounts of unstructured data presents numerous obstacles to analyzing the data on a real-time or near-real-time basis. InfoSphere Streams can help you deploy analytic models on data-in-motion with sub-millisecond response times for real-time decisions.

InfoSphere Streams can help with use cases like the following and more.

- Fraud detection
- Customer churn prediction
- Real-time mediation and analysis for telecom
- Real-time medical sensor monitoring
- Defect detection in manufacturing
- Traffic pattern analysis and management

Included with the IBM PureData System for Analytics N3001 is a software entitlement to InfoSphere Streams Developer Edition 3.2.1 for two developers for non-production use.

Software included with IBM PureData System for Analytics N3001

The purchase of the IBM PureData System for Analytics N3001 appliance includes the following software entitlements:

- InfoSphere Streams Developer Edition 3.2.1 developer licenses for two IBM PureData System for Analytics N3001 appliances users in a non-production environment.
- InfoSphere Information Server 11.3 which includes InfoSphere DataStage (280 PVUs for the DataStage engine and two users for the Designer Client) and InfoSphere Data Click. Both DataStage and Data Click must be used with the IBM PureData System for Analytics N3001 appliance as the data source or target.
- Cognos Business Intelligence 10.2.1 for five analytics users plus one analytics administrator. The IBM PureData System for Analytics N3001 appliance must be the data source.

These entitlements are for use only with the IBM PureData System for Analytics appliance with which they are associated in IBM Passport Advantage®. The entitled software licenses are available from Passport Advantage. The entitlements are usually associated with the customer accounts that are associated with the system purchase. Contact your IBM representative for assistance with the entitled software applications. For more information about Passport Advantage, see ibm.com/software/howtobuy/passportadvantage/pao_customers.htm.

Note: These entitled programs are not applicable when the IBM PureData System for Analytics appliance is configured and used with IBM Db2® Analytics Accelerator environments.

About IBM PureData System for Analytics

The IBM PureData System for Analytics, powered by Netezza technology, integrates database, server and storage into a single, easy-to-manage appliance that requires minimal setup and ongoing administration while producing faster and more consistent analytics performance. The IBM PureData System for Analytics dramatically simplifies business analytics by consolidating all analytics activity in the appliance where the data resides for industry-leading performance. Visit: ibm.com/PureData to see how our family of expert integrated systems reduces complexity at every step and helps you drive true business value for your organization.

About data warehousing and analytics solutions from IBM

IBM provides an extremely broad and comprehensive portfolio of data warehousing, information management and business analytics software, hardware and solutions to help customers maximize the value of their information assets and discover new insights to make better, faster decisions and optimize their business outcomes.

Why IBM?

IBM PureSystems® offerings combine the flexibility of a general purpose system, the elasticity of cloud and the simplicity of an appliance. They are integrated by design and come with built-in expertise to deliver a simplified IT experience. Members of the PureSystems family include: IBM PureFlex® System, IBM PureApplication® System, IBM PureData System for Transactions, IBM PureData System for Operational Analytics, IBM PureData System for Analytics and IBM PureData System for Hadoop.

For more information

To learn more about the IBM PureData System for Analytics N3001, please contact your IBM representative or IBM Business Partner, or visit the following website: ibm.com/software/data/puredata/analytics

Additionally, IBM Global Financing can help you acquire the software capabilities that your business needs in the most cost-effective and strategic way possible. We'll partner with credit-qualified clients to customize a financing solution to suit your business and development goals, enable effective cash management, and improve your total cost of ownership. Fund your critical IT investment and propel your business forward with IBM Global Financing. For more information, visit: ibm.com/financing



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