



Highlights

- Unlock data's true potential with big data and analytic capabilities included
 - Deliver business insight through reporting, analysis, scorecards, dashboards and other data visualisation
 - 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.
-

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 (BI) and big data analytics platform can help.

IBM® PureData System for Analytics N3001, powered by 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 customers with finance and sales data, with product data, with marketing data, with social media, with demographic data, with competitors' data, and more. IBM Cognos combined with PureData System for Analytics, provides leading business intelligence and enterprise scalability for reporting, interactive analysis, scorecards, dashboards; data visualisation, mobile business intelligence and more. IBM Cognos Business Intelligence offers high performing online analytical processing (OLAP) over relational experience, exploits Netezza analytic in-database functions and extends benefits of the PureData System by adding in-memory and caching on top of already fast appliance performance.



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

PureData System for Analytics N3001 includes software entitlement to 280 PVUs of IBM 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.

Hadoop data services

IBM InfoSphere BigInsights 3.0 software licenses are included for five enterprise nodes to manage, for example, up to ~100 TB of Hadoop data.¹ This enables organisations to augment their data warehouse with Hadoop data services for exploratory analysis of emerging data sources, a landing zone and queryable backup for the data warehouse.

This big data analytical platform provides the best of open source and IBM technologies as well as the following features:

- High performance SQL access of Hadoop
- Federation across many data sources - combine information from Hadoop and PureData for Analytics
- BigSheets visualisation tool
- Built-in analytics, including text analytics and Big R.

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 analysing the data on a real-time or near-real-time basis. IBM InfoSphere Streams can help you deploy analytic models on data-in-motion with sub-millisecond response times for real-time decisions.

IBM InfoSphere Streams can help with the following use cases:

- Fraud detection
- Predict customer churn
- Telco real-time mediation and analysis
- Real-time monitoring of medical sensors to improve healthcare outcomes
- Defect detection in manufacturing
- Traffic pattern analysis and management
- And many others.

Included with the IBM PureData System for Analytics N3001, is a software entitlement to InfoSphere Streams Developer Edition 3.2.1 for two developer users 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:

- IBM InfoSphere BigInsights 3.0 (five virtual servers; the IBM PureData System for Analytics N3001 appliances must be a source or target)
- IBM InfoSphere Streams Developer Edition 3.2.1 (developer license: two users, not for production use, must be used with IBM PureData System for Analytics N3001 appliances)
- IBM 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 as the data source or target)
- IBM Cognos Business Intelligence 10.2.1 (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 IBM 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 http://www.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 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 analytic performance. The IBM PureData System for Analytics simplifies business analytics dramatically by consolidating all analytic activity in the appliance, right where the data resides, for industry-leading performance. Visit: ibm.com/PureData to see how our family of expert integrated systems eliminates complexity at every step and helps you drive true business value for your organisation.

About IBM Data Warehousing and Analytics Solutions

IBM provides the broadest and most comprehensive portfolio of data warehousing, information management and business analytic software, hardware and solutions to help customers maximise the value of their information assets and discover new insights to make better and faster decisions and optimise 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 PureData System for Analytics N3001, please contact your IBM representative or IBM Business Partner, or visit the following website:
<http://www-01.ibm.com/software/data/puredata/analytics/>.

Additionally, IBM Global Financing (IGF) 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 customise a financing solution to suit your business and development goals, enable effective cash management and improve your total cost of ownership (TCO). Fund your critical IT investment and propel your business forward with IGF. For more information, visit:
ibm.com/financing/uk/



IBM United Kingdom Limited

PO Box 41
North Harbour
Portsmouth
Hampshire
PO6 3AU
United Kingdom

IBM Ireland Limited

Oldbrook House
24-32 Pembroke Road
Dublin 4

IBM Ireland Limited registered in Ireland under company number 16226. The IBM home page can be found at ibm.com

IBM, the IBM logo, ibm.com, BigInsights, Cognos, DB2, IBM Passport Advantage, Infosphere, PureApplication, Puredata and PureFlex are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries.

A current list of IBM trademarks is available on the Web at 'Copyright and trademark information' at ibm.com/legal/copytrade.shtml

Netezza is a registered trademark of IBM International Group B.V, an IBM company.

Other company, product and service names may be trademarks, or service marks of others.

¹ Based on 4 data nodes + 1 master node. 12 TB uncompressed per data node with 4 TB drives. 12 TB x 4 nodes = 48 TB uncompressed. Using 2-2.5x compression yields 96-120 TB compressed data. Capacity will depend on hardware configuration selected.

References in this publication to IBM products, programs or services do not imply that IBM intends to make these available in all countries in which IBM operates.

Any reference to an IBM product, program or service is not intended to imply that only IBM products, programs or services may be used. Any functionally equivalent product, program or service may be used instead.

IBM hardware products are manufactured from new parts, or new and used parts. In some cases, the hardware product may not be new and may have been previously installed. Regardless, IBM warranty terms apply.

This publication is for general guidance only. Information is subject to change without notice. Please contact your local IBM sales office or reseller for latest information on IBM products and services.

IBM does not provide legal, accounting or audit advice or represent or warrant that its products or services ensure compliance with laws. Clients are responsible for compliance with applicable securities laws and regulations, including national laws and regulations.

© Copyright IBM Corporation 2016



Please Recycle