

# Oracle Big Data Cloud Service

## Accelerating Analytics

Big Data technologies deliver unprecedented analytical capabilities on granular data. To make the most of these capabilities, organizations need the ability to rapidly deploy systems with both the latest innovations in open-source analytics, as well as bring existing analytical tools to Big Data environments. Oracle Big Data Cloud Service offers a high-powered environment for Big Data analytics tailor-made for advancing businesses analytical capabilities.

### The Discovery Lab: Harnessing Big Data in the Cloud

As organizations become more data-driven, there is an increasing demand for data discovery functions within IT. To meet this demand, Enterprise Information Architectures often expand to create a Discovery Lab. This environment sits outside the typical business-execution flow of an information architecture, with a mandate to rapidly applying cutting-edge analyses to data that is either part of, or extracted from, a production environment. The specific focus of a discovery lab is to use a host of techniques to find new value in a combination of existing and new data sources.

The rapid deployment and simplified management of cloud environments make them ideal candidates for creating a discovery lab. However, in choosing a cloud platform in which to develop the lab, organizations need to consider many things. Will the environment provide the latest innovative tools for Big Data analysis? Will the environment sit well with analysts' existing toolsets? Is the underlying cloud environment performance enough to handle massive exploratory workloads? Most importantly, when value is found in the discovery lab, how will that value be integrated back into the business?

### Speed Discovery With Big Data as a Service

While the potential insights derived from Big Data analytics can have transformative effects, the path to set up a cutting-edge discovery lab on-premises can be wrought with challenges. Among the most prominent of these challenges are

- » *Which tools, and Why?* While a host of powerful new tools are available, which are essential to the discovery lab? Should you choose the much-talked about Apache Spark, or a more traditional solution such as SAS High-Performance Analytics?
- » *Installation and Configuration.* While powerful, many of the processing frameworks and tools for Big Data analytics are complex to install and can be counter-intuitive to configure for best performance.
- » *Value Validation.* Most importantly, before significant capital expenditure can be justified for a discovery lab, the value of insights which can be produced in such a lab require validation.



**“ON TOP OF UPFRONT COSTS, STORING AND MANAGING LARGE QUANTITIES OF INFORMATION REQUIRES AN ONGOING INVESTMENT OF TIME AND RESOURCES. WHEN YOU USE BDAAS, ALL OF THE TECHY “NUTS AND BOLTS” ARE... OUT OF SIGHT AND OUT OF MIND, LEAVING YOU FREE TO CONCENTRATE ON BUSINESS ISSUES.”**  
**BERNARD MARR**  
*BIG DATA-AS-A-SERVICE IS NEXT BIG THING*  
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#### COMPREHENSIVE ANALYTICS

Oracle Big Data Cloud Service provides consistently high performance to accelerate analytics.

- Dedicated instances for consistent performance
- Elastic configurations ensure scalability as analytic workloads grow
- Secure Hadoop clusters to protect your valuable data
- Comprehensive suite of analytical tools to simplify Big Data analysis

Oracle Big Data Cloud Service eliminates challenges around installation and tool selection, while dramatically reducing the capital expenditures necessary to validate the value of Big Data analytics projects. Specifically, Big Data Cloud Service includes

- » *The latest Big Data tools.* Big Data Cloud Service provides the latest Big Data analytics tools, automatically installed and configured for best performance. This includes the stream-processing and machine learning of Apache Spark, and the ad-hoc query capability of Cloudera's Impala.
- » *Big Data accelerators from Oracle.* Big Data Cloud Service includes pre-configured tools to help you accelerate analytical efforts on geospatial, graph, or regression problems:
  - Oracle Big Data Spatial for scalable geospatial analysis and map-building
  - Oracle Big Data Graph for storage and analysis of social and IoT networks
  - Oracle R Advanced Analytics for Hadoop for scalable R processing on Apache Hadoop and Spark
- » *Bring Your Own Analytical Tools.* Big Data Cloud Service allows you to bring your preferred tools to the Big Data environment. You can install and manage the analytical tools your organization currently uses on Big Data Cloud Service as if it existed on your premises.
- » *Integrate Insights with Big Data SQL.* Big Data Cloud Service can be extended with Oracle Big Data SQL Cloud Service. This unique service allows a single query to span data warehouses running in Oracle Database Cloud Service – Exadata Edition – and Big Data Cloud Service. This enables business-critical processes running in the Oracle Cloud to immediately access valuable new insights created in a discovery lab.

## Oracle Big Data Cloud Service: Comprehensive Analytics

In the rapidly evolving space of Big Data analytics, Oracle Big Data Cloud Service provides a comprehensive solution that reduces risk and provides high flexibility. Big Data Cloud Service gives you the power of the latest advances in the Hadoop ecosystem as well as analysis-enhancing tools from Oracle. Deployment in the Oracle Cloud simplifies deployment and reduces capital expenditure while analytic value is assessed. With Oracle Database as a Service and Oracle Big Data SQL Cloud Service, analytical results can be seamlessly integrated with critical business processes using the same SQL skills your organization uses today.

To learn more about how you can accelerate Big Data analytics in the Oracle Cloud, visit <http://cloud.oracle.com/bigdata>.

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