

EMC<sup>2</sup>®

# The Future of Big Data Analytics

## Unified Analytics Platform (UAP)

Ronaldo Amá, VP R&D  
Greenplum, a division of EMC

# Greenplum Becomes the Foundation of EMC's Big Data Analytics (July 2010)

## EMC ACQUIRES GREENPLUM



“For three years, Gartner has identified Greenplum as **the most advanced vendor** in the Visionary quadrant of its data warehouse DBMS Magic Quadrant....”

– Gartner

“Big Data Is Less  
About Size, And  
More About  
Freedom”

The New York Times

The  
Economist

THE ERA OF

BIG DATA

IS HERE

FORTUNE

It's Real, It's  
, and It's  
Changing  
world”

—IDC

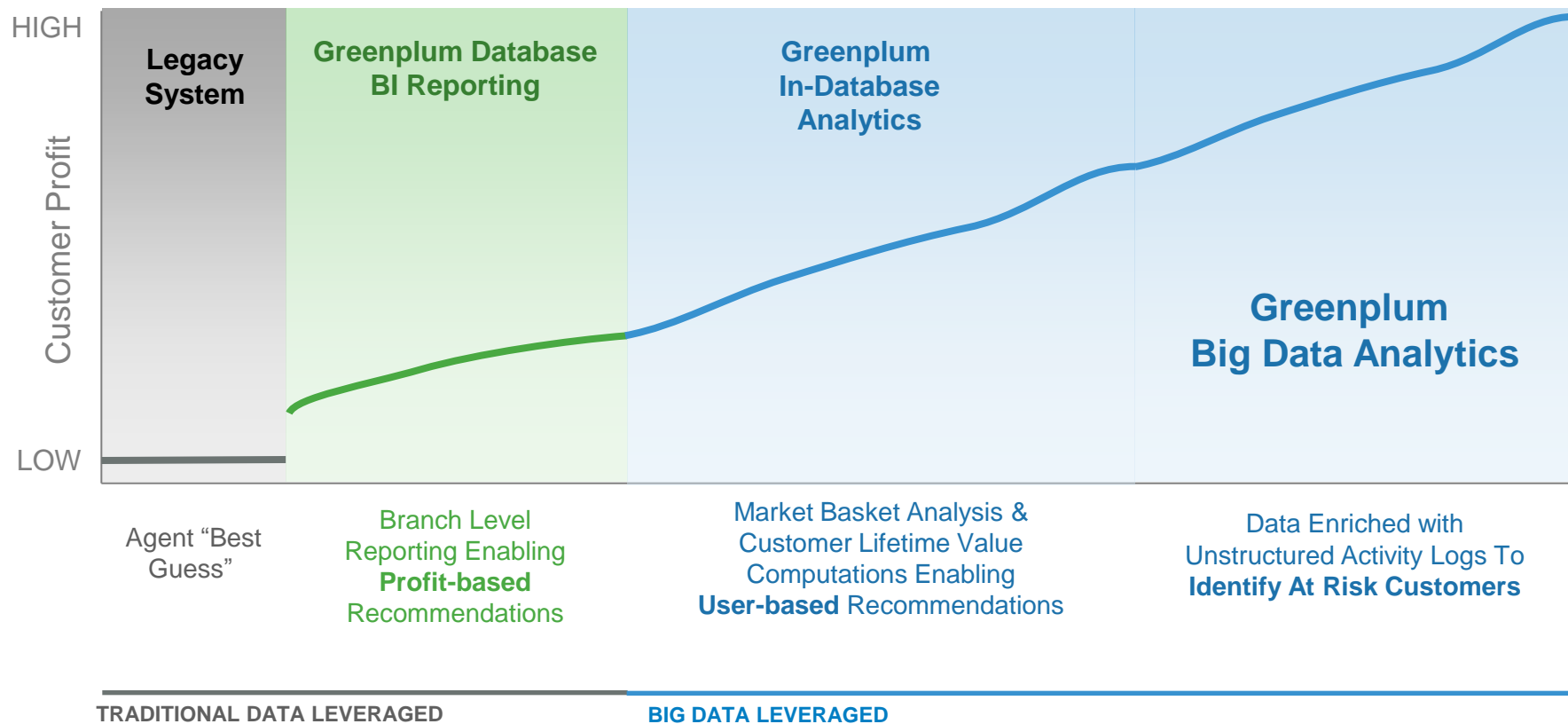
In The Big Data Era:  
Analytics Are The Key To Success

# Big Data Analytics: The Path to Business Value

## USE CASE

# Increase Revenue With Big Data Analytics

Big Data Analytics Enables Increased Per Customer Profit For Retail Banking Firm



# GREENPLUM

UNIFIED ANALYTICS  
PLATFORM FOR BIG DATA.

# DATA BASE



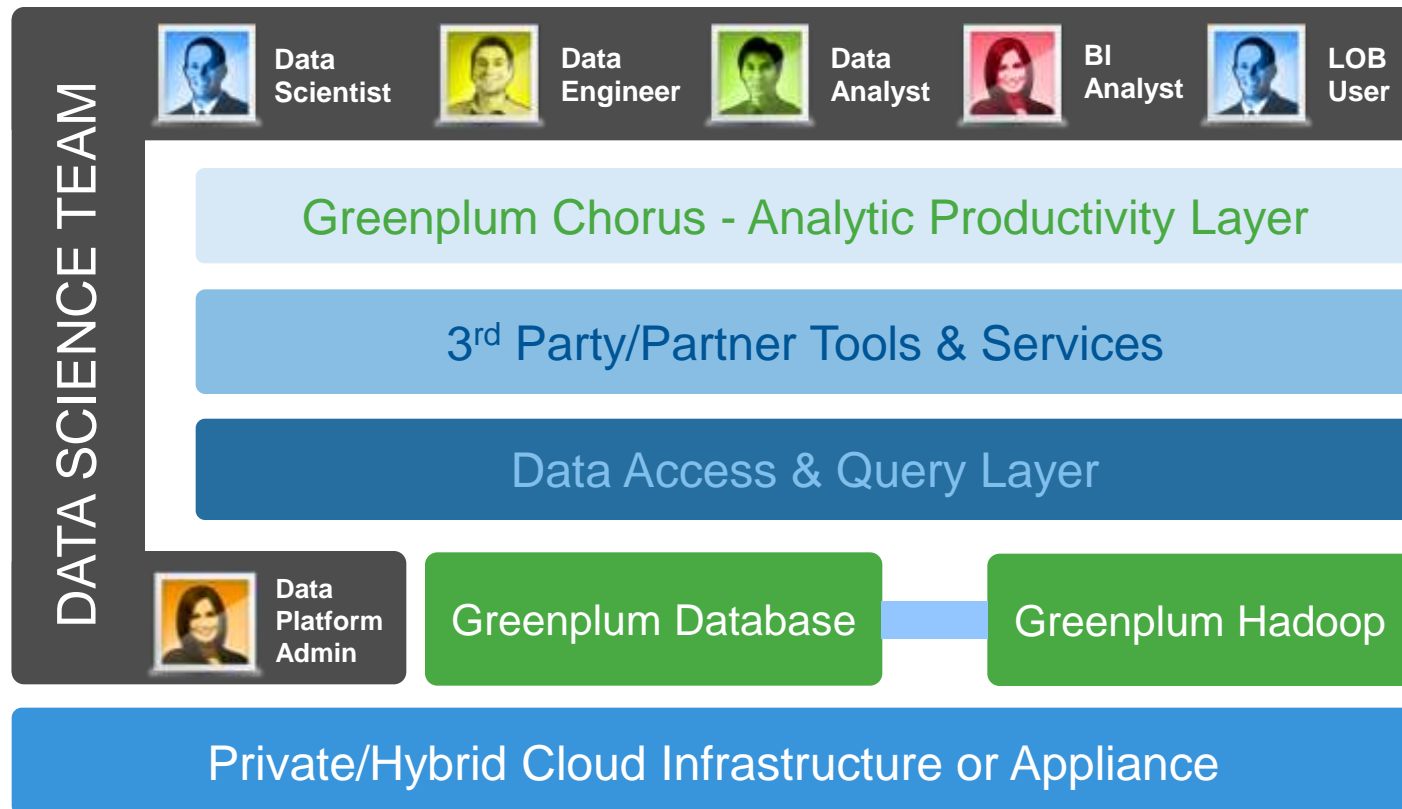
# GREENPLUM

UNIFIED ANALYTICS  
PLATFORM FOR BIG DATA. CS  
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# The Greenplum Unified Analytics Platform

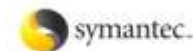


# Greenplum: Not Just About Technology



- Data Science teams will become the driving force for success with big data analytics
- University data science program collaboration with Stanford and UC Berkeley
- Greenplum's Data Science practice with leading PhDs and analytic tools expertise
- Community investment including the Greenplum Analytic Workbench, Community edition software, and Data Science Summits

# Powerful Customer and Partner Ecosystem



# Getting Started: Greenplum Analytics Labs



- Packaged solutions that produce business value and actionable results
- Accelerate analytics capabilities on your data with your analysts
- Leverage the expertise of Greenplum's Data Scientists
- Establish a strategic vision for analytics development

Thank you and  
let's get started.