Solution Spotlight

Harness the Power of Big Data with the HP* HAVEn* Platform

Irshad Raihan, Product Manager, HP Big Data Solutions

HAVEn*, HP’s big data analytics platform, is built on Intel® Xeon® processor technology and combines a world-class portfolio of software, hardware, and services to offer faster, deeper insights to customers.

HP believes in the transformative value of big data in the enterprise—and has helped a wide range of companies implement successful solutions to prove it. Big data analytics can solve real business problems, and our broad experience serving customers gives us an informed perspective on how organizations can best take advantage of the big data opportunity.

While the most important question we ask our customers is “What are you trying to accomplish?” we’ve found that the answer generally falls into three major areas: connecting more effectively with customers, streamlining enterprise operations, and creating a better world.

For example, businesses can look at data for buying patterns and preferences to sell more efficiently, most often using unstructured data from multiple sources. Organizations can use data to streamline operations internally and with their partner network by analyzing across data silos, which typically manage structured information in traditional database systems. Plus, the potential to solve some of our greatest social problems by using big data to eradicate devastating diseases, deliver more efficient disaster relief, and better manage traffic congestion seems almost limitless.

Analyzing 100 Percent of Your Information

The HAVEn platform unlocks the world of information with technologies that process and analyze data in existing systems, as well as machine- and human-generated data. All our solutions are built on industry-standard infrastructure so that customers don’t have to worry about lock-in at any level of the IT stack.

With the HAVEn platform, customers have the choice of how to develop a wide variety of industry-specific and custom-built solutions. HAVEn software is designed to integrate seamlessly with leading business intelligence; extract, transform, load (ETL); and data visualization solutions. It also supports multiple Apache Hadoop® distributions and ports to multiple virtual environments and clouds. The platform incorporates 700 connectors to virtually any data source and file type, and developers have the freedom to work with the programming language, tool kit, and interactive development environment (IDE) of their choice.

The major components of the HAVEn platform include:

- The Hadoop® framework, which can process massive volumes of distributed data
- HP* Autonomy* Intelligent Data Operating Layer (IDOL*) software that processes and indexes information from connectors to provide access to all your data
- HP Vertica* Analytics Platform for analyzing real-time information at extreme scale and supporting standard Structured Query Language (SQL)-based and R-based analytics
- HP ArcSight* solutions for collecting and analyzing enterprise security data in real time

“HAVEn* is the culmination of everything we’ve learned so far about big data, including how customers want to consume it and their challenges around implementing cost-effective solutions.”

—Manoj Suvarna, Director, Product Management, HP Big Data Solutions
HP Big Data Solutions Powered by Intel

HP and Intel are joined at the hip in developing solutions for big data. The sheer volume and processing speed required to support big data analytics demands smart servers running on smart processors. HAVEn infrastructure is built on clusters of high-performance HP servers—purpose-built for big data—powered by Intel Xeon processor technology.

Intel is also a key partner in helping us to develop our custom-built, industry-specific solutions. We’ve optimized our hardware solutions for several big data analytics workloads, including targeted advertising, cybersecurity, sentiment analysis, fleet optimization, and IT operations. With Intel’s help, we can make optimizations that improve performance for a specific solution down to the processor level.

Our unique and exciting HP Moonshot* servers are built on the Intel Atom™ processor S1260 and run workload-specific cartridges with phenomenal power savings. Each cartridge carefully balances compute, storage, and networking resources so the solution can scale in a modular fashion. A purpose-built cartridge is already available for big data—optimized for performance, scale, and the use of key-value-store data models such as Couchbase* software. Currently the Moonshot server is available as a full chassis with 45 cartridges. Down the road, customers will be able to order cartridges according to the workload they want to run. Take a tour of HP Moonshot systems.

Focus on the End Game

At the end of the day, organizations implementing big data analytics have to be able to prove the return on their investment. HP continues to drive innovation for our big data solutions, so that our customers can invest in big data analytics with a faster time to value. Our partnership with Intel continues to flourish, helping us to deliver solutions that optimize performance for specific workloads and hardware technologies that enhance security and reduce power consumption.

We’re especially excited about the HAVEn platform and expect a rich ecosystem and marketplace to develop around it. Moonshot server systems are game changers for the data center, with speed, scale, and specialization in a small-footprint chassis that has extremely low energy requirements.

Faster time to value, openness, and choice are hallmarks of an HP solution. Our big data offerings continue this focus with a platform and portfolio of solutions that will deliver tangible business results.

For More Information

HP big data solutions: hp.com/go/bigdata
HP HAVEn platform: hp.com/go/haven
HP big data blog: hp.com/go/bigdatablog
HP Moonshot servers: hp.com/go/moonshot
Intel big data solutions: intel.com/bigdata

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