

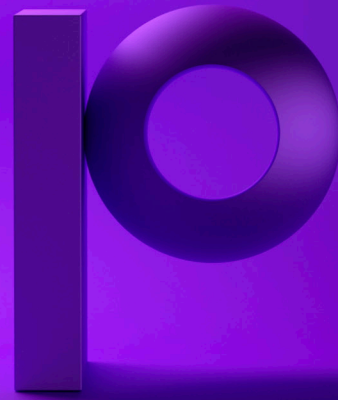


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Data360 Analyze

Empower users to discover and share insights faster with self-service data prep and analytics.



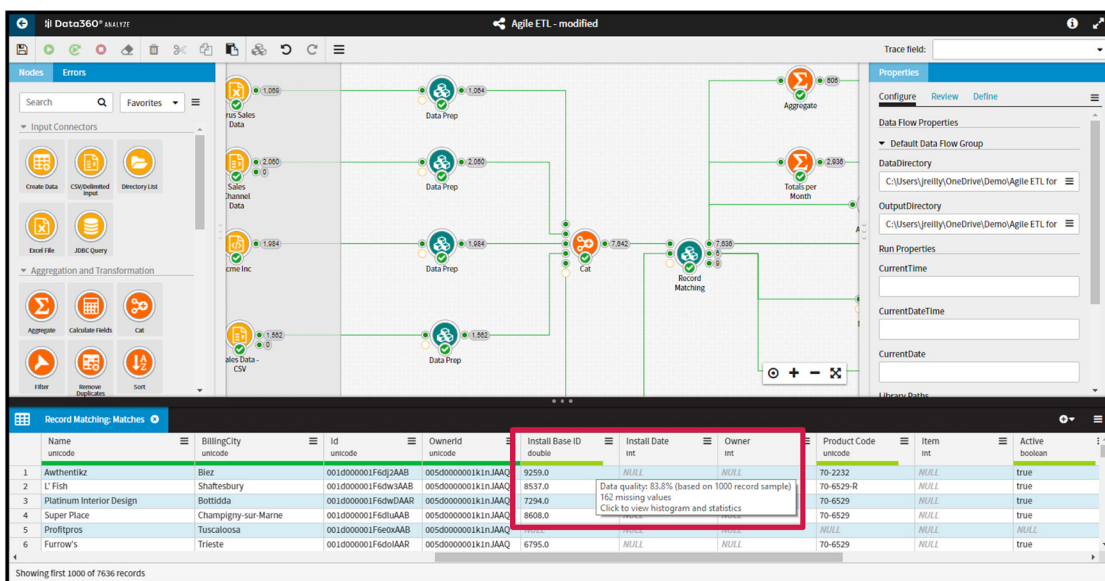
Data360 Analyze Overview

Data is your organization's most valuable asset, because it can be transformed into invaluable insights. Yet those insights can be hard to come by, because traditional data prep and analytics tools can be overly technical, costly and time-consuming. What you need is self-service data and analytics solution that provides timely insights you can trust.

Data360 Analyze is a first-of-its-kind solution that integrates self-service data prep with advanced data quality and robust data governance. This gives you the ability to process and transform data and to rapidly build data-rich, analytically complex applications, improving productivity and dramatically lowering costs. You can access virtually any data source and easily acquire and cleanse that data in a fraction of the time. Users can create a comprehensive source for analysis without incurring the infrastructure costs and time required by traditional warehouses and ETL.

Our approach enables users to visually collaborate as they acquire, prepare and analyze data from disparate sources and deliver these applications to data visualization tools, direct to end users or back to operational systems.

Data360 Analyze automates data blending and cleansing, as native functions allow users to profile, aggregate, correlate and transform selected data. The solution also features collaborative feedback loops between IT and business users to promote cooperation, fast communication and ensure that any changes don't derail the entire analysis process. The solution is all about giving users speed and simplicity with the power of advanced analytics, providing a unified toolset for combining and structuring data, creating models and embedding those predictive analytics within any business process. Data360 delivers pre-packaged tools to collate, clean, transform and analyze raw data into a form that is suitable for analysis, and also offers sets of popular statistical and predictive routines that can eliminate the need for programming, and drastically reduce the time to insights.

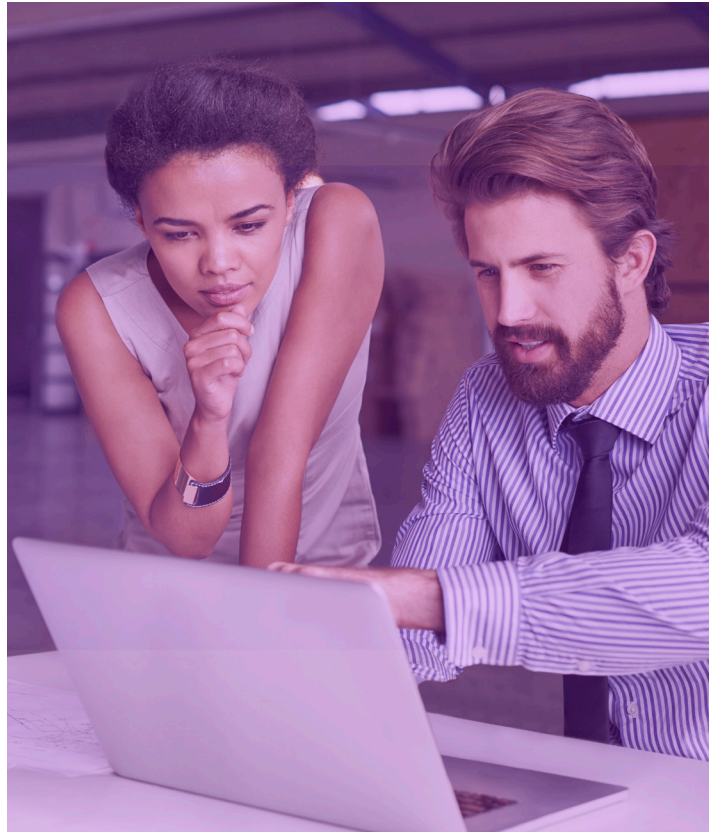


Data360 Analyze Benefits

- **Self Service**
 - Enables business teams to generate reports and insights within minimal IT support. This allows line of business to get quicker and more timely analytics, while freeing up more in-demand IT resources.
- **Easily Publish Data Outputs**
 - Deliver accurate and trusted data to internal teams, regulators and stakeholders faster than ever before.
- **Share-able Data Flows**
 - Data Flows created by users can be shared across the enterprise to make teams more productive and self sufficient
- **Pre-packaged statistical & predictive routines**
 - Leverage statistical & predictive models within analytic applications without coding
- **Dashboards & Visualizations**
 - Personalized, contextual dashboards and data visualizations can be delivered across the enterprise to drive tangible business outcomes.
- **Increased Efficiencies**
 - Accelerate discovery, validation, transformation and blending of data to deliver accurate, consistent and contextual information for analysis faster than ever.

Data360 Analyze Features:

- **Data Sources**
 - File-based data (e.g. CSV, Excel, XML)
 - Databases & repositories (e.g. Oracle, Teradata, Hadoop)
 - Web services (e.g. Salesforce, SharePoint, REST/ SOAP APIs)
- **Data Transformations**
 - Data profiling & statistics
 - Automated conversion
 - Blending & fuzzy matching
 - Aggregation & segmentation
 - Filtering & merging
 - Metadata analysis & manipulation
 - Conditional logic
 - Encryption
- **Data Publishing**
 - Visualization integration (e.g. Qlik, Tableau, Spotfire)
 - File extracts (e.g. CSV, Excel, XML)
 - Database export (e.g. Oracle, Teradata, Hadoop)
 - Web services (e.g. Salesforce, SharePoint, REST/ SOAP APIs)
- **Big Data Integration**
 - HiveQL
 - HDFS
 - Spark / Spark SQL
 - MongoDB
- **Extension Interfaces**
 - Python
 - Java
 - R
 - REST/SOAP APIs
- **Collaboration and Governance**
 - Object-oriented library sharing model
 - Shareable data flows
 - Producer/Consumer roles
 - API data source integration
- **Automation**
 - Scheduled data flow execution
 - Server REST API
- **Advanced Analytics***
 - Linear regression and quantile regression
 - Decision Forest
 - Time series forecast
 - Market basket analysis
 - K-means clustering and hierarchical clustering



* Available as optional add-on product Some features available with Desktop Automation and Server products only.