SOLUTION BRIEF
Intel® Xeon® Processor E5 Family
Big Data

Fortune 1000 customer deepens, speeds analysis of big data with SoftNet's turnkey solution

Intel® Xeon® processor-based hardware platform supports Apache Hadoop* software

SoftNet Solutions

"With the Intel® Xeon® processor, the servers are at least three times faster than the company's previous solution. They can load, sort, and perform their data analyses faster, and Intel® Hyper-Threading Technology really helps with Hadoop workloads."

—Dave Rai
Principal of Big Data Practice
SoftNet

CHALLENGES

- Legacy technology and applications could not support big data workloads
- Unable to perform in-depth data analysis as workloads grew
- Scaling with existing infrastructure was too difficult and costly

SOLUTIONS

- Conducted proof of concept with cloud-based Apache Hadoop software
- Implemented Big Data Analytics Platform from SoftNet, which enables analysis of data in physical and virtual environments on a massive scale, in real time
- Teamed with SoftNet for ongoing maintenance, workload optimizations, and support

Big data creates big challenges

Data is the lifeblood of businesses today, and lacking adequate means to store, process, manage, and analyze all that data undermines growth and competitiveness. That was the issue facing a Fortune 1000 company, which had ever-increasing big data workloads, and legacy technology and applications that could not keep pace.

After running a successful proof of concept with a cloud-based version of Apache Hadoop, the company was ready to move forward with a full implementation. The problem? The company's internal knowledge of Hadoop was limited, and it couldn't afford any unnecessary risks or mistakes.

The company asked its HP solutions provider for suggestions, and that team suggested SoftNet Solutions, a leading reseller that has deep expertise and experience with Hadoop and offers a turnkey platform to support it.

"Deploying Hadoop can be difficult," said SoftNet President Kush Hathi. "A lot of businesses run into challenges with deployment and management, and how to support it when it's actually up and running. That's where we come in."

High-performance platform ready in three weeks

After working closely with the company to identify its specific requirements, SoftNet configured and deployed its Big Data Analytics Platform in less than three weeks.

The platform provides advanced data analytics that enable organizations to analyze structured, semi-structured, and unstructured data in physical and virtual environments on a massive scale, and in real time. Plus, the platform's flexible configuration delivers automated high availability, fault tolerance, and disaster recovery, along with scalable compute and storage performance to protect the investment for future growth.

Faster data analysis in three weeks

For the Fortune 1000 customer, SoftNet deployed a fully integrated rack of HP DL360P* servers powered by the Intel® Xeon® processor E5 family. The processors feature Intel® Hyper-Threading Technology (Intel® HT Technology), which speeds performance by enabling each processing core to work on two tasks at the same time.[1]

"With the Intel Xeon processor, the servers are at least three times faster than the company's previous solution," said Dave Rai, principal of SoftNet's Big Data Practice. "They can load, sort, and perform their data analyses faster, and Intel Hyper-Threading Technology really helps with Hadoop workloads."

Ongoing support for an "ecstatic" customer

The company takes advantage of the full suite of consulting services that SoftNet offers, including ongoing management, monitoring, and performance tuning.

According to Hathi, the company is "ecstatic" with Hadoop, the Big Data Analytics Platform, and the continuing services SoftNet provides. Being able to store, manage, and analyze all its big data is enabling the company to drive revenue, mitigate risks, and create a competitive advantage moving forward.

"The solution offers tremendous value to organizations with big data workloads," said Hathi. "It really opens up the analytics, so in just a couple weeks, they have access to data mining and analysis they couldn't even imagine before."

Could your business benefit from the proven capabilities of Hadoop running on a high-performance, scale-out hardware platform? Contact SoftNet today to learn more about a turnkey solution that can scale to meet your current and future big data challenges. Visit **www.softnets.com/bigdata** for more information.

ABOUT SOFTNET

SoftNet Solutions was established in 1994 and is a leading provider of IT infrastructure and business management solutions aimed to improve business competitiveness and optimize operational efficiency. SoftNet is a Hewlett-Packard Elite Channel Partner, and recognized as one of the top value-added resellers in California.

1. Requires an Intel® Hyper-Threading Technology-enabled system. Consult with your PC manufacturer. Performance will vary depending on the specific hardware and software used. Not available on all Intel® processors. For more information, including details on which processors support Intel® HT Technology, visit http://www.intel.com/go/ht.

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