

IBM InfoSphere BigInsights Integration

World-class partners bring Big Data analytics to the enterprise

KEY BENEFITS

- The easy-to-use Jaspersoft BI Suite includes **powerful reporting, analysis, and dashboarding** for IBM InfoSphere BigInsights
- Jaspersoft connects to either Hive or HBase for high-performance and **ease of access to IBM InfoSphere BigInsights data**
- Jaspersoft exposes IBM InfoSphere BigInsights sources to **non-technical business users**, using predefined queries

The Big Data Challenge

With the increasing volume of data in companies today, there is an opportunity to extract significant value from this Big Data (very large data sets) inside and outside of the organization.

Forrester Research estimates that firms currently utilize less than 5% of their available data; Big Data enables firms to affordably access the other 95%.

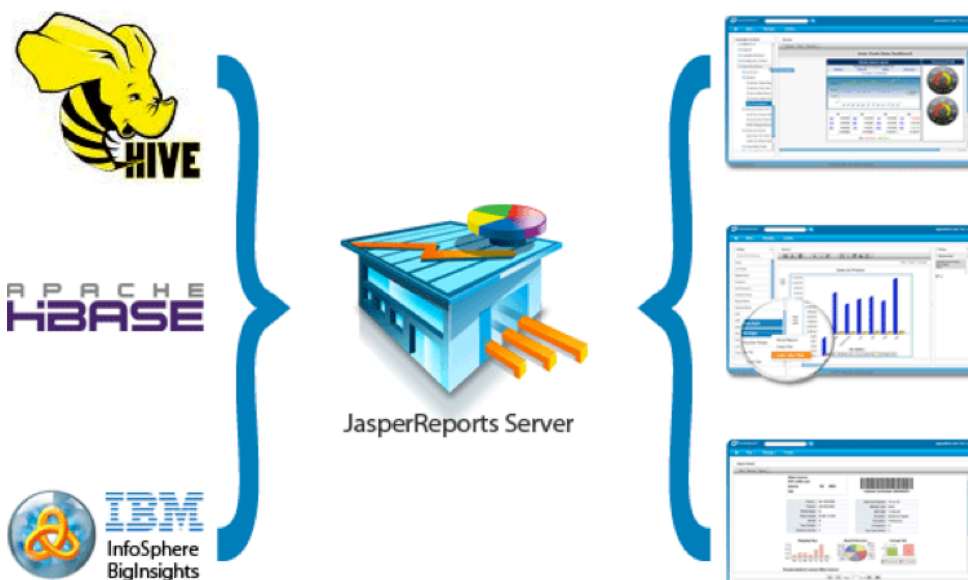
Big Data is characterized by its very large volume, velocity, and variety of information; using the right tools, this information can then provide new insights for greater business value.

Through their new partnership, Jaspersoft and IBM offer the opportunity to realize the opportunity from Big Data in one integrated solution.

Jaspersoft for Infosphere BigInsights **combines the power of IBM's information platform** to manage, analyze and provide deep insight into Big Data **with Jaspersoft's capability to extract key information** using flexible and easy-to-use reporting, dashboarding, and analytics solutions.

"Jaspersoft provides a powerful and flexible reporting and analysis solution, and is a key part of our rich ecosystem in the Big Data space."

Bruce Weed,
Program Director,
Big Data Business
Development at IBM



The Jaspersoft/IBM Big Data Analytics Solution

IBM and Jaspersoft have joined together to address this Big Data challenge. IBM InfoSphere BigInsights is an Enterprise-grade distribution of Hadoop for Big Data analysis.

Fully integrated with the IBM InfoSphere BigInsights platform, Jaspersoft BI Suite provides BigInsights users with plug-and-play access to their organization's Big Data and the ability to combine this with information from a wide range of other internal and external sources, e.g. the web and subscription services.

Jaspersoft's easy-to-use reporting, dashboarding and analytic tools enable BI Builders and business users to build, for example, a 360-degree view of a customer's history, website behavior and credit record for retail analytic and targeting applications. BigInsights and Jaspersoft are ideally suited for departmental applications within the enterprise or complete BI solutions for larger SMB customers.

Jaspersoft is the only BI provider that delivers a truly native reporting solution that can connect directly to IBM InfoSphere BigInsights through HBase as well as Hive. This means that with Jaspersoft, businesses can perform iterative, exploratory ad hoc reporting and analysis directly on data stored in Hadoop without having to load this data into another database, as is the case with other BI vendors. This flexibility provides faster implementation, faster response time, and lower cost than traditional BI solutions.

More Information:

<http://www.jaspersoft.com/biginsights>

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