

MODERNIZE DATA ANALYTICS

HPE Ezmeral creates a digital advantage in the age of insight

HPE Ezmeral Unified Analytics

- No vendor lock-in: On-premises Apache Spark workloads offer the freedom to choose deployment environments, tools, and partners.
- Next-gen architecture: Kubernetes environment supports a compute-storage separation cloud model, providing the combined performance and elasticity required for advanced analytics.
- Data science and data engineering team collaboration: Integrated workflows from analytics to ML/AI span hybrid clouds and edge locations.
- Optimized for data analytic workload: Enterprises can create a unified data repository for use by data scientists, developers, and IT.
- Dramatic performance acceleration: GPU optimizations that delivers up to 29x better performance.²

HPE Ezmeral Data Fabric Object Store

- Optimized performance for analytics: Supports file, streams, database, and now object data types within a common persistent store, optimized for superior performance across edge-to-cloud analytics workloads.
- Globally synchronized edge-to-cloud data: Clusters and data are orchestrated together to support dispersed edge operations, and a single global namespace provides simplified access to edge-to-cloud topologies from any application or interface.
- Performance and cost balance: Adapting to small or large objects, auto-tiering policies automatically move data from high-performance storage to low-cost storage.

Industry's first unified, modern analytics, and data lakehouse solution that is cloud-native and hybrid by design, providing unparalleled flexibility and choice to accelerate data-intensive workloads¹

HARNESS THE POWER OF YOUR DATA TO CREATE YOUR DIGITAL ADVANTAGE

Data is at the heart of every digital transformation

Every enterprise today has a board-level mandate to create digital advantage from their data—whether to create new customer experiences, cut operational costs, or build new adjacent businesses.

To achieve this CTOs and CIOs must solve some fundamental challenges such as:

1. How do you connect all your data analytics and science teams to all the data sets they need to create value?
2. How do you make the experience simple so they can use the tools they want?
3. And finally, how do you ensure security and governance and keep data sets in sync across on-premises, at the edge, and in the cloud while still avoiding costly vendor lock-in?

Today, most enterprises think the only solution to these challenges is to move their data to proprietary Apache Spark-based analytics and data lakehouse platforms in a public cloud. But most data can't move and that's when the trade-offs start to pile up, especially for an enterprise with multigenerational IT and datasets. Long data migrations and complicated app rewrites are required for the data that can move, but that creates different operating models, even more data silos, and lock-in.

Future analytics and data platforms must not only be built on cloud-native principles and be open but also be built to support a hybrid environment. This means designed to run on-premises, close to your data, tuned for the analytics workload, and integrated with other clouds providing the freedom and flexibility to orchestrate apps and data sets on-premises, in the cloud, and at the edge.

Leveraging the age of insight by harnessing the power of data requires raising the data aptitude across your entire enterprise making data easier to access, analyze, and apply in every business process and customer experience. Hewlett Packard Enterprise has an HPE GreenLake edge-to-cloud platform that helps unlock the full potential of your data.

UNIFY DATA AND MODERNIZE APPS

Kubernetes-native object-store designed for high-performance analytics

HPE Ezmeral Data Fabric Object Store unifies your data globally making it available to your analytics teams—whether the data is at the edge, in an enterprise data warehouse on-premises, in a cloud data lake, or on other cloud platforms. The unique data fabric technology not only helps ensure global access to data but also verifies if data is synchronized regardless of location. Today, with the addition of HPE Ezmeral Data Fabric File and Object Store, only HPE can combine S3-native object store, files, streams, and databases in one scalable data platform managed by a single file system that accelerates time to insights.

¹, ² Based on HPE internal analysis, September 2021

ACHIEVE A CONSISTENT EXPERIENCE ACROSS TEAMS

One platform with a wide range of analytical and ML tools

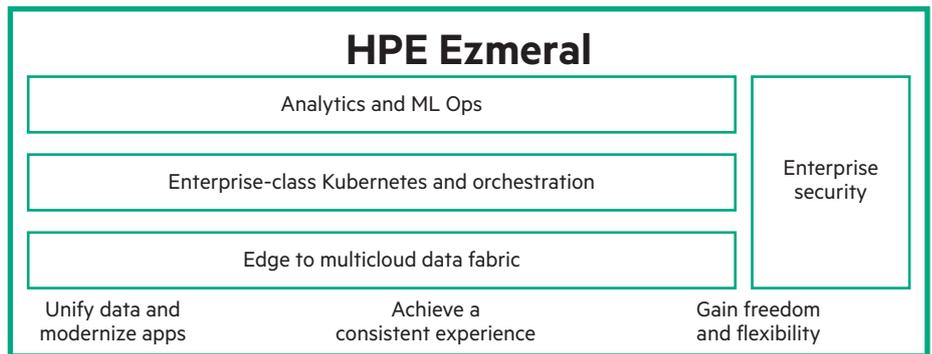
HPE Ezmeral unifies the analytics experience for your different analytics personas and teams from basic SQL to the most demanding data engineering, analytics, and data science workflows. Because of the cloud-native experience and built-in automation, HPE Ezmeral simplifies connecting your users and their tools to the right data, compute engines, and storage, so your data and analytics teams can focus on creating value from your data—not the underlying data infrastructure.

HPE Ezmeral enables more agility and flexibility with seamless end-to-end support of large-scale machine learning projects from notebook deployments, secured access to data, and industrialized, assembly line processes for operationalization. And with integrated workflows from analytics to ML/AI spanning hybrid clouds and edge locations, HPE Ezmeral supports the most popular open-source ML Ops, Airflow, MLflow, and Kubeflow while integrating with an ever-growing ecosystem of certified HPE ISV partners.

ENHANCE THE VALUE OF YOUR DATA WITH HPE EZMERAL

Analytics and data cloud services to empower rapid cloud modernizations while avoiding vendor lock-in

As we're now in the age of insight—a time when data has become the heart of every digital transformation initiative in every industry—data analytics has become



Edge On-premises/hybrid Cloud

FIGURE 1. HPE Ezmeral software platform

absolutely critical to building enterprises. Until now, organizations have been stuck with legacy analytics platforms that were either built for a precloud era or require complex migrations to public clouds, risking vendor lock-in and forcing adoption of new processes. HPE GreenLake now makes it possible to enhance the value of your data to create your digital advantage with HPE Ezmeral. Built from the ground up to be open and hybrid, the new HPE Ezmeral analytics and data cloud services helps you unify, modernize, and analyze your data, from edge to cloud, wherever it's stored. Available on the HPE GreenLake edge-to-cloud platform, HPE Ezmeral is the first cloud-native unified analytics and data lakehouse solution optimized for hybrid environments.³

Instead of requiring your data to live in a public cloud, HPE Ezmeral Unified Analytics is designed for on-premises deployment and uses open-source software to help ensure as-needed data portability. HPE designed the solution with the flexibility and scale to accommodate enterprises' large data sets of any type or lakehouses, so you have the elasticity you need for advanced analytics, everywhere.

HPE now offers an alternative to customers previously limited to solutions in a hyperscale environment by delivering modern analytics on-premises, enabling up to 35%⁴ more cost-efficiencies than the public cloud for data-intensive, long-running jobs typical in mission-critical environments. Available on the HPE GreenLake edge-to-cloud platform, HPE Ezmeral Unified Analytics is the industry's first unified, modern, hybrid-native analytics and data lakehouse platform.⁵

Instead of requiring all your data to live in a public cloud, HPE Ezmeral Unified Analytics is optimized for on-premises deployment and uses open-source software to facilitate as-needed data portability. We designed our solution with the flexibility and scale to accommodate enterprises' large data sets, or lakehouses, so customers have the elasticity they need for advanced analytics, everywhere. You have the freedom and flexibility today and tomorrow to move your data and workloads as your business needs.

HPE EZMERAL MARKETPLACE

The HPE Ezmeral Marketplace enables the rapid creation of streamlined, customized analytics engines and environments based on full-stack solutions validated by trusted ISV partners.

LEARN MORE AT
hpe.com/software

GAIN FREEDOM AND FLEXIBILITY

Open, cloud-native, and hybrid by design

HPE Ezmeral delivers the same cloud services as modern analytics vendors by using open-source tools and frameworks, so you are not locked into a proprietary stack.

^{3, 4, 5} Based on HPE internal analysis, September 2021

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