THREE CUSTOMER PROFILES FOR BIG DATA MANAGEMENT

Talena™

INTRODUCTION

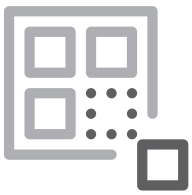
This eBook highlights three customer profiles and associated use cases of the Talena data management platform. These customers generated significant business benefits using Talena by protecting critical business assets, delivering applications faster and cost-effectively archiving older data sets. Because Talena is designed and optimized for a wide variety of big data platforms like Cassandra, Couchbase, HBase, Hive, and Vertica, companies using it experience significant cost savings over typical alternatives. The most common alternative is to use the native capabilities of each big data platform in conjunction with automation scripts.

HOW ONE FORTUNE 10 COMPANY LEARNED THAT DATA REPLICAS DON'T PREVENT DATA LOSS

A misconception in the big data world is that data replicas built into platforms like Hadoop or NoSQL databases provide sufficient protection against data loss. The reality is that data replicas provide protection against node failures but don't help against human errors or application corruption because these get propagated across the replicas. One Fortune 10 customer learned this lesson the hard way.

As a result of a single developer error, they lost 400TB in their multi-petabyte Hadoop environment. They spent nearly four weeks rebuilding this data set and it cost the company over $1 million in direct and opportunity costs.

They now use Talena as a highly scalable data protection platform that provides backup and recovery across their Hadoop infrastructure. Talena also helps them lower their costs with its incremental-forever architecture, its smart storage optimizer that integrates content-aware de-duplication, compression, and erasure coding, as well as the agentless architecture that eliminates needless management overhead. For example, with one client we found that Talena provided nearly 72% storage savings over using standard scripting and snapshots.



400TB

DATA LOSS

$1 million

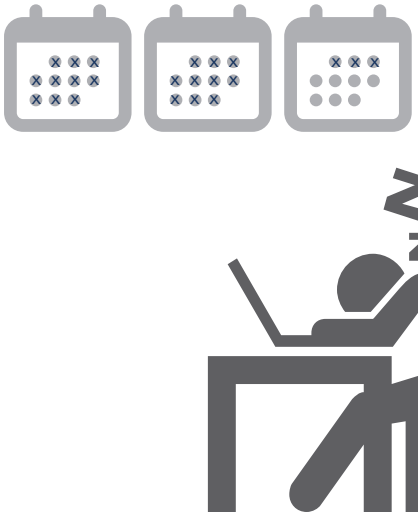
DIRECT & OPPORTUNITY COST

PUBLIC AD TECH COMPANY SHAVED WEEKS FROM DELIVERING APPLICATIONS WITH TEST DATA MANAGEMENT

Companies are pushed to deliver high quality applications in shorter timeframes. A critical requirement to meet this goal is to use production data during the QA or development process to achieve ideal results. Unfortunately, requisitioning production data sets often can take weeks and engineering cycles can be significantly delayed as a result, impacting application rollouts. Sometimes engineering teams can't even start the requisition process due to privacy or PII concerns.

One of our customers that uses HPE Vertica experienced delays to 3-4 application releases a year just waiting for production data to be delivered to their engineering teams, costing them nearly $450,000 every year.

They now use Talena as the basis for their test data management strategy across different big data platforms, and the data gets delivered in hours not weeks. Furthermore, with the Talena data masking and sampling capabilities that are incorporated into the test data management workflow, customers can support external and internal compliance mandates as well as reduce the network impact by minimizing unnecessary data movement.



$450,000

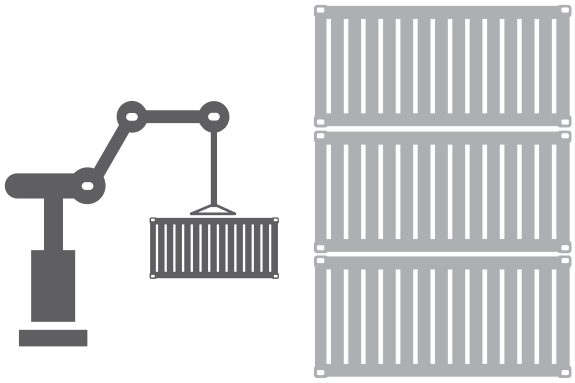
EVERY YEAR

LARGE STOCK EXCHANGE REDUCES ARCHIVAL BURDEN ON PRODUCTION SYSTEMS

In some industries, it is critical to archive older data sets for regulatory or compliance reasons. However, where and how you keep these data sets and your ability to recover quickly can make a considerable difference to your total storage costs, especially considering the petabyte-scale of big data. The reality is that keeping archives on your production system is unnecessarily expensive especially given that primary storage is growing by 35% a year. Based on these considerations, one large stock exchange decided to change its approach using Talena.

Due to regulatory requirements, the stock exchange needed to keep older data sets for at least three years period of time, but discovered that its production data clusters were growing exponentially and costing the company about $300,000 in additional costs each year.

It decided to use the archiving capabilities and move these older data sets onto Talena and ultimately a tertiary storage tier to save spending on their production cluster. Talena provides them with considerable storage optimization via content-aware de-duplication, compression, and erasure coding, and has built-in integrations with cold storage tiers like Amazon Glacier for even lower cost storage. Talena also provides a Google-like metadata catalog called FastFind™ that enables very rapid discovery and restores of specific objects if and when regulators want access to the data.



$300,000

ANNUAL ADDITIONAL COST

CONCLUSION

In the same way that companies deployed data management capabilities for traditional databases like Oracle and SQL Server, there is an equivalent need for these capabilities in the big data world, with the added requirement that any product needs to handle petabytes of data and do so economically and with minimal overhead.

The Talena vision is to provide all these different data management capabilities – backup/recovery, test data management, and archiving - into a single platform spanning a wide variety of big data sources. As these case studies illustrate, companies generate enormous cost savings and business benefits from implementing the ideal data management architecture.

Request our TCO eBook to learn more about how the Talena architecture significantly drives down the cost of your data management infrastructure while still protecting critical data assets, enabling faster application delivery, and minimizing compliance risk.

Watch the product **video** to learn more about the Talena solution and please reach out with any questions to **marketing[at]talena-inc[dot]com**.

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