OPEN SOURCE BUSINESS CONFERENCE
Building Your Big Data Future with Open Source
COMPUTERWORLD
OSBC
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Innovating at Scale

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Building Your Big Data Future with Open Source

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HP has been helping businesses innovate by providing technology solutions that combine HP intellectual property, standards-based hardware, and open source software.

- 37,000+ patents worldwide
- Top-ranked IT company in patent quality (past year)
- Fourth most valuable patent portfolio worldwide

- ~40% share of Linux & virtualization server market
- Top-ranked server vendor for Linux and virtualization since 1998
- Infrastructure provider to 9 out of top 10 cloud service providers worldwide

- Founding member of Linux Foundation
- Sponsor Apache Software Foundation
- Contribute to ~200 open source projects
- Initiated Fossology

Building Your Big Data Future with Open Source

HP is a trusted solution provider to enterprises using open source because we have consistently advocated the use of open source development models to drive innovation.

DSPACE

LinuxCOE

fossology

fossbazaar

frdm
Software Freedom Law Center

Apache Software Foundation

THE LINUX FOUNDATION

hp

HP helps open source software get ready for the enterprise

Commercial Linux	Community Linux
• Tests commercial Linux distribution early and often (with beta OS, proto hardware) • Enables commercial distribution near launch date of new ProLiant hardware • Obtains Linux vendor certification for representative ProLiant servers • Provides support for ProLiant Support Pack	• Performs sanity tests of community Linux distributions with several ProLiant servers • Supports ProLiant server hardware • Offers the ProLiant Support Pack "as is" • Directs software issues to community resources and supports the community

Validates reference configurations, publishes best practices,-supports industry events, and contributes to open source projects

HP helps enterprises get ready for open source software

fossology

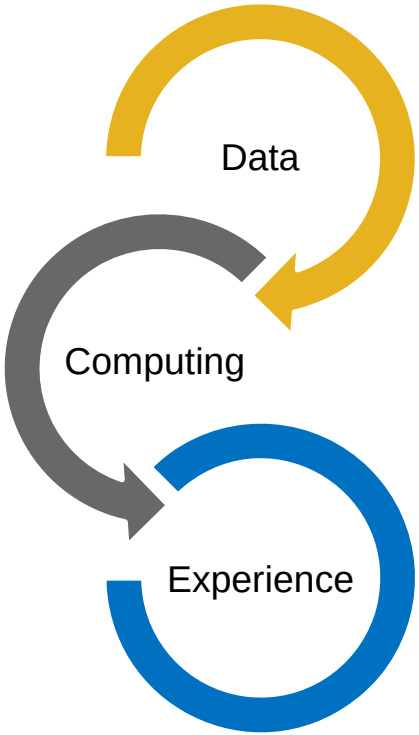
- Forum to facilitate study of FOSS via free data analysis tools
- Original FOSSology tool-set developed and contributed by HP

fossbazaar

- Community for free and open source software governance
- Conduit for developing and sharing information and best practices
- Founded by HP and partners

http://www.fossbazaar.org

HP is now helping enterprises, service providers, and web-scale startups tackle the challenges of big data, cloud computing, and “consumerization of IT”.



- Structured to Unstructured
- Local to Web-scale
- Terabytes to Petabytes

- Isolated to Shared
- Physical to Virtual
- Monolithic to Modular

- Private to Social
- Fixed to Mobile
- Passive to Active

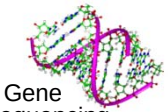
Big Data

- Structured to Unstructured
- Local to Planetary
- Terabytes to Exabytes

HEALTHCARE

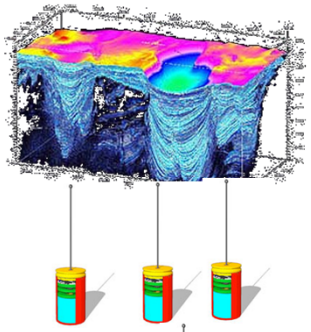
Electronic Patient Records

Medical Imaging

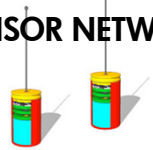


Gene Sequencing

GEOPHYSICAL EXPLORATION



SENSOR NETWORKS



ENTERPRISE

ERP

Products CRM Suppliers

Customers Partners

COMPLIANCE

Sarbanes-Oxley

HIPPA

Basel II

FINANCIAL SERVICES

Algorithmic Trading

High-frequency Trading

COMMUNICATIONS

Call Detail Records

MOBILITY

SOCIAL MEDIA

“One Word… Analytics”

The Graduate, © Metro-Goldwyn-Mayer Studios,1967

HP Vertica Analytics System

VERTICA An HP Company

- Low-latency “in-time” analytics
- Up to 10x better load performance
- 50–1000x faster query performance than traditional row-stores
- Hybrid in-memory/on-disk architecture
- Keep data close to the processor/core
- Large scale, multi-use workloads
- Simple install/use with auto setup and tuning
- High scalability and full parallelism
- Runs on Red Hat Enterprise Linux
- Industry-standard ProLiant x86 hardware
- Hadoop Connector

hp

Building Your Big Data Future with Open Source

- First analytic DB company to deliver parallel connector for Hadoop
- ~25 customers currently using Vertica with Hadoop
- Flexibility and speed in loading data from Hadoop to Vertica
- Query data from Vertica in Hadoop as part of a MapReduce job
- Enables job scheduling between both environments
- Open Source, supported by HP/Vertica
- http://www.vertica.com/the-analytics-platform/native-bi-etl-and-hadoop-mapreduce-integration/

Cloud Computing

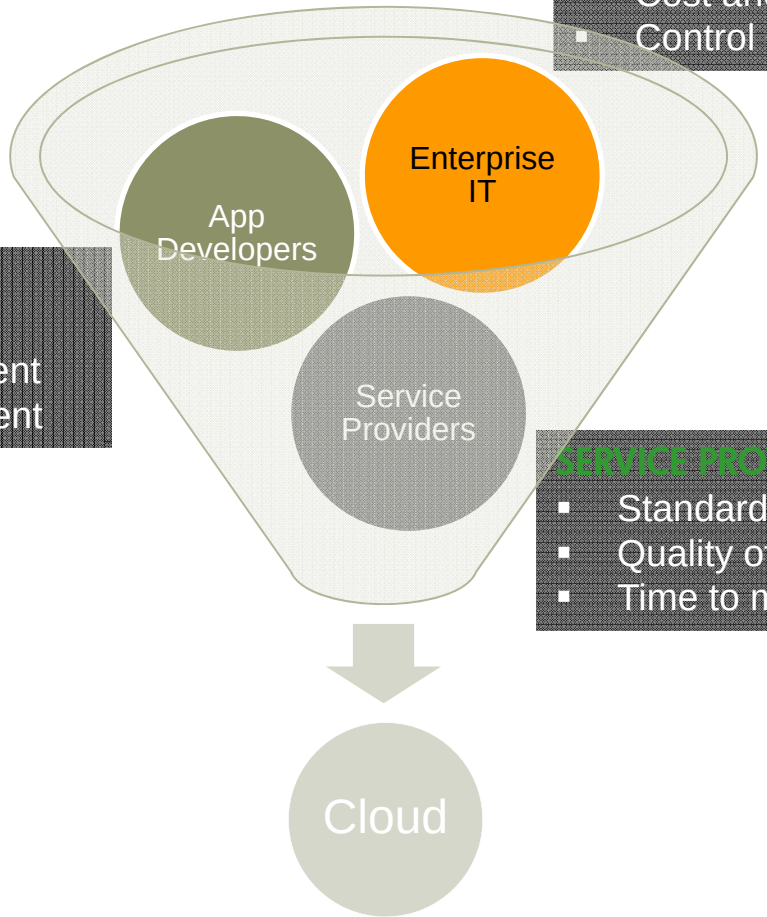
5 essential characteristics
- On-demand self-service
- Networked access
- Shared resources
- Elastic capacity
- Pay-per-Use billing

4 deployment models
- Private Cloud
- Community Cloud
- Public Cloud
- Hybrid Cloud

3 service models
- Infrastructure as a Service
- Platform as a Service
- Software as a Service

Cloudy Requirements

ENTERPRISE IT
- Hybrid service environment
- Cost and value transparency
- Control + Security



APP DEVELOPERS
- Open scalable platform
- Agile devops environment
- Full lifecycle management

SERVICE PROVIDERS
- Standardized services
- Quality of service
- Time to market

Building Your Big Data Future with Open Source

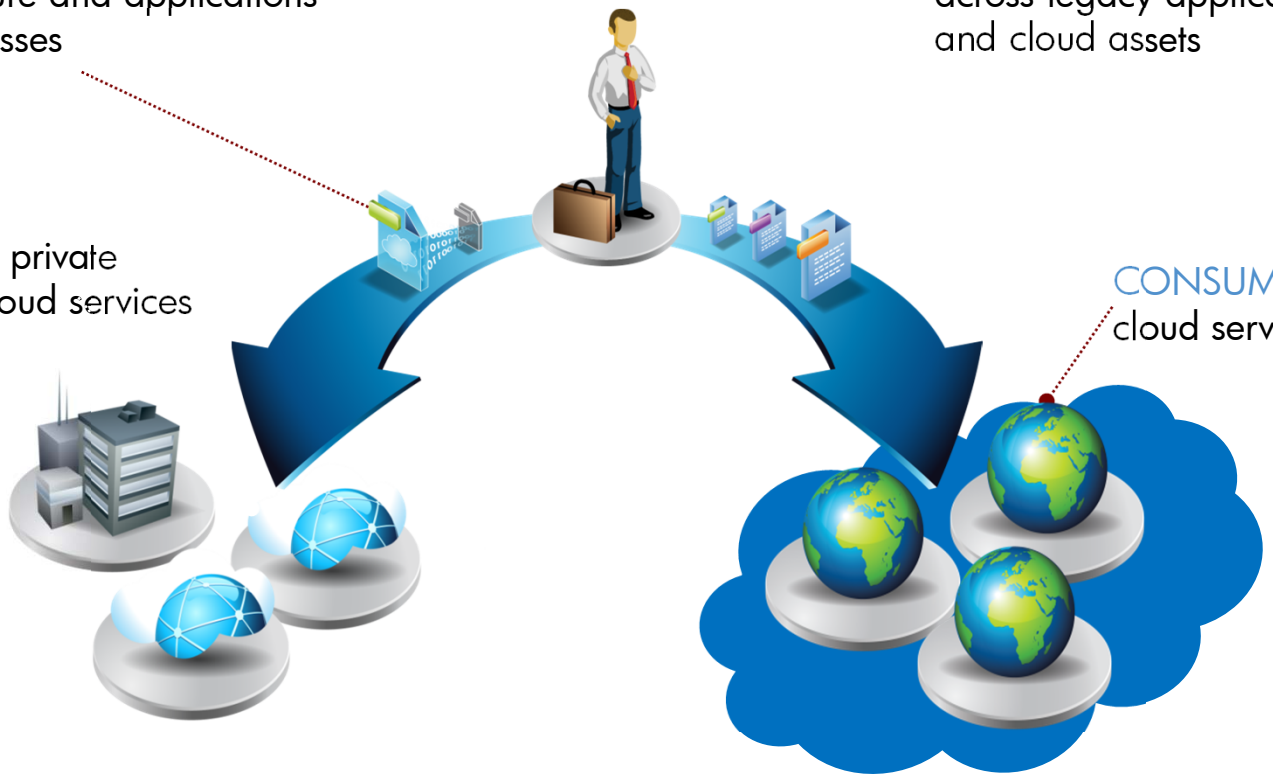
Enterprise CIOs need to bridge legacy with cloud

TRANSFORM legacy infrastructure and applications and processes

MANAGE AND SECURE across legacy applications and cloud assets

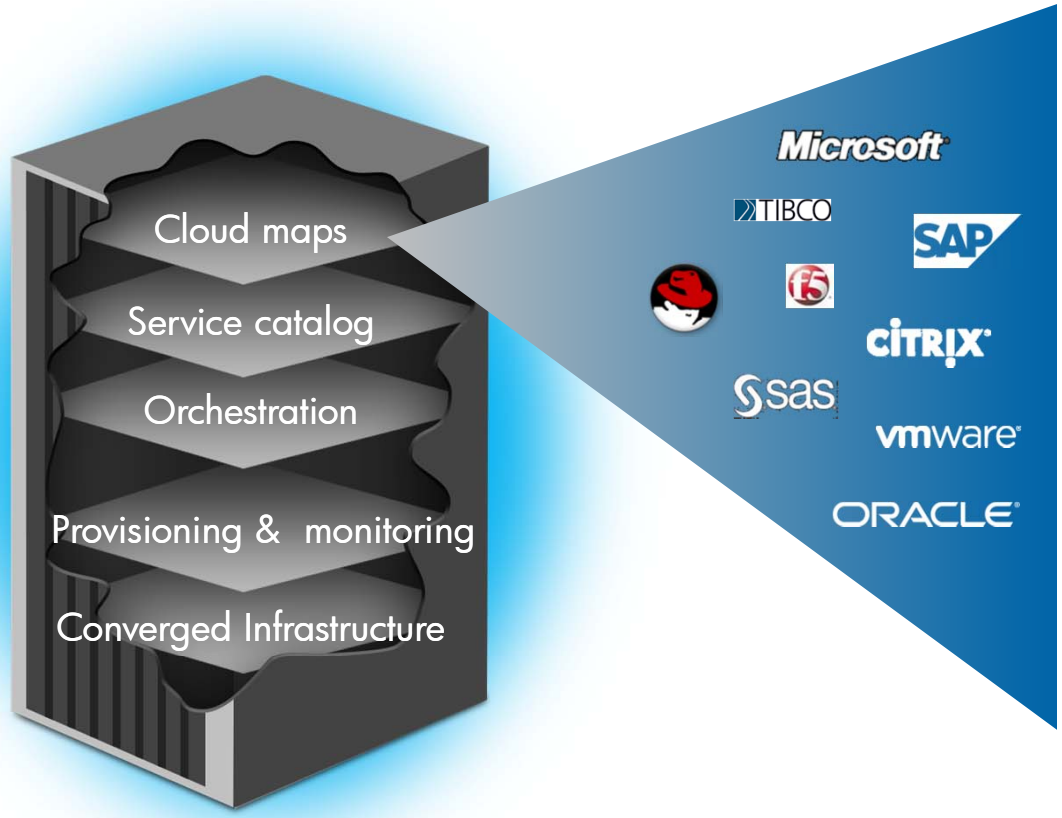
BUILD public, private and hybrid cloud services

CONSUME public cloud services securely



HP CloudSystem

- Single services view across hybrid cloud
- Multi-hypervisor, multi-OS, heterogeneous infrastructure
- Intelligent automation & orchestration
- Rapid application & infrastructure deployment
- Converged Infrastructure built for the cloud
- Agility for the enterprise, revenue growth for service providers



HP CLOUDSYSTEM

AIRBUS
BYTEMARK HOSTING
NYSE Euronext
Mahindra
Continental Airlines
Trinity Mirror plc
travelocity
HILTI
telcel
Westinghouse
DREAMWORKS ANIMATION SKG
SFR
QUALCOMM
DEXIA
UnionBank
COMIC RELIEF
Office DEPOT
National City PNC
ANSYS
Carnegie Mellon
Rockwell Automation
RITCHIE BROS. Auctioneers
The University of Sydney
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
STAFFORDSHIRE UNIVERSITY
Kimberly-Clark
MÜLLER MARTINI
(mt)
SESAME STREET
FICO
invitrogen
Audi