

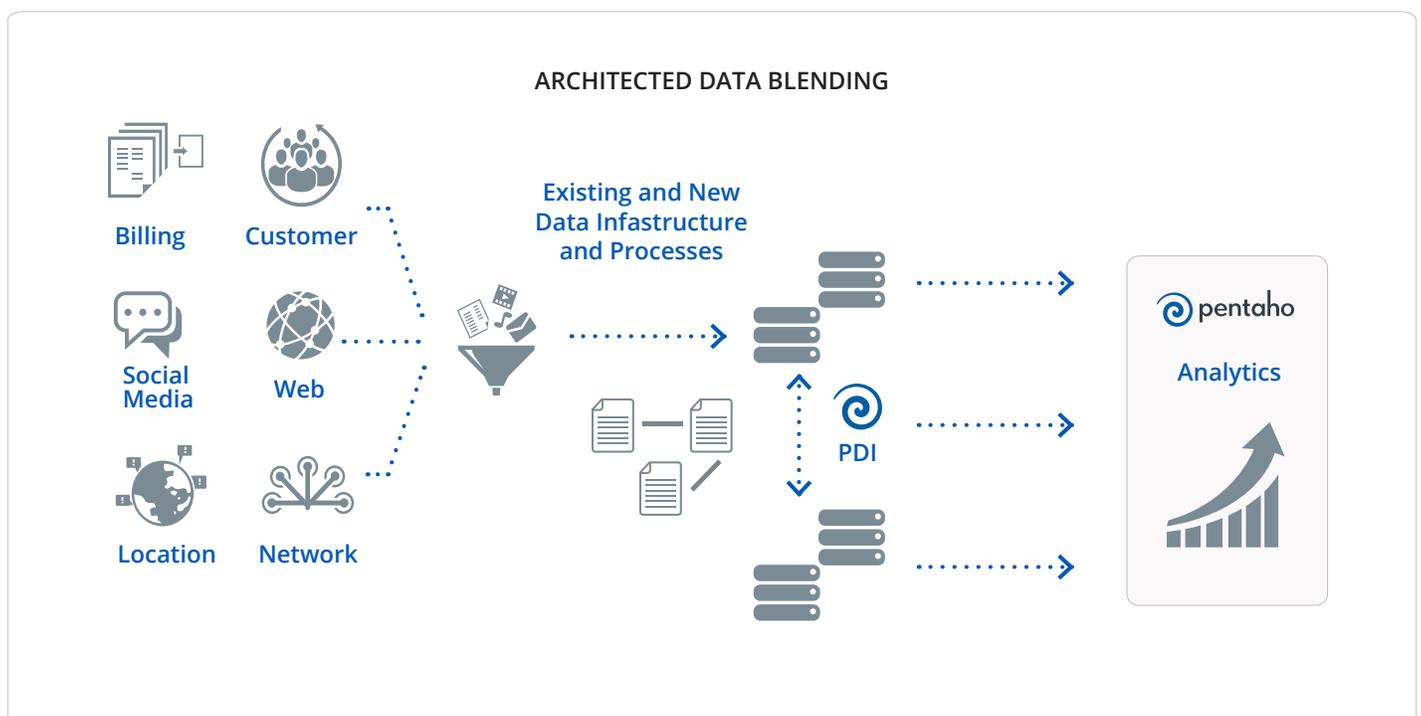
# Pentaho Architected Big Data Blending

The advent of Big Data and its increasing use has dramatically changed the information infrastructure for analytics. The dream of a single, consolidated Enterprise Data Warehouse is now considered moot as organizations realize, and industry influencers confirm, that agile analytics require Big Data to remain in specialized stores that can handle the volume, variety, and velocity of this data. This now changes the EDW from a physical construct to a logical one spread across disparate, distributed stores.

At the same time, the real value of Big Data is now evident: when combined with all the relevant data inside and outside the organization, it delivers the deepest possible insight for business decisions. The challenge now is in how to blend together all the data needed for these insights, regardless of

its type or where it is being stored, while preserving the performance, governance, semantics, and accuracy of the data required to make the best possible decisions from the analytics.

The answer is **Pentaho Architected Data Blending**.



Pentaho 5.0 is the first platform to enable analysts to easily blend all data types and immediately report, visualize and explore for greater insights. Pentaho 5.0 architected data blending delivers a superior approach for big data analytics:

- > “Just in time” blending avoids the need to stage the data, delivering accurate, near real-time data from all sources to your analytics with high agility and performance
- > Blending “at the source” maintains data security, governance, and auditability while also preserving data semantics for accurate and reliable analysis
- > More complete analysis on blended data is enabled via the full breadth of analytics available in Pentaho Business Analytics, from reporting and dashboards to visualizations and predictive analytics

With Pentaho’s enterprise-ready big data integration features, including the broadest and deepest big data integration in the industry today and new features to help IT manage huge data volumes efficiently, you can blend Big Data – in fact, any data – and truly bring your Big Data analytics to life.



To learn more about Pentaho software and services, contact Pentaho at [pentaho.com/contact](http://pentaho.com/contact) or +1 (866) 660-7555

Be social  
with Pentaho:

