



# IMPETUS



## Big Data Solutions

As the volume, variety, velocity, and virtualization of data grows, organizations, especially the Fortune 500®, are turning to Big Data Analytics solutions to harness this data to create new business value. Selecting the most suitable technology stack is often a challenging task. There is a real risk that the business benefits an organization expects from its technology investment will be diminished by sub-optimal choices such as a mismatch between use case and product chosen. Keeping up with the rapidly evolving vendor landscape, and the features and operational readiness of various products, is an endeavor best left to a focused provider who is fully invested in Big Data solutions and services.

We at Impetus have:

- Dedicated Big Data labs that research, innovate and contribute to the evolution of technology-solutions that best address your Big-data and analytics needs
- Proven Big Data expertise and experience with large production deployments that enable us to bring industry best-practices to your projects.
- A repository of tools and accelerators to jump-start your Big Data initiatives
- A vendor-neutral approach and established partnerships with most major Big Data technology vendors that help you to evaluate and select best-of-breed products that suit your use-cases and roadmap.

### Key domain areas

Financial Services    Healthcare    Telecom    Retail    Manufacturing    Digital Media

### Big Data partners



## Big Data services

### Quick start program

A two-week program that provides Enterprise IT and business users with consultative workshops and practical solutions that can be deployed in short order. Our workshops include an overview of the Big Data landscape and training to match use-cases to the right technology and products.

### Architecture consulting

Impetus Big Data architects will interview all stakeholders, gather requirements and suggest a suitable Big Data solution architecture.

### Proof-of-concept

Execute a PoC to identify and prove the best suitable solution under given constraints of technology, budget, production-readiness and price vs. performance analysis.

### Implementation

Design, develop and test use cases that involve Big Data technologies, spanning from setting up a performance-tuned cluster to integration of a suite of technologies including ETL, NoSQL, MPP, CEP Engines, workflow engines, and visualization.

## Impetus Data Science practice

Impetus follows a prescriptive and collaborative data science methodology. The practice provides algorithms and analytical models, which provide a high-degree of accuracy to solve predictive analytics problems and are optimized for the use-case and data characteristics. We use statistical tools such as clustering, classification, pattern recognition, neural-network analysis, time-series analysis, alongside analytical packages such as R, Mahout, and Octave to perform analysis and deliver solutions.

## Our tools, accelerators, and Open Source contributions

### Ankush

The first vendor-agnostic Big Data Cluster Manager, addresses the challenges of your Big Data provisioning and maintenance, and optimizes your ability to run Big Data clusters in a production environment successfully. It reduces cluster set-up time by 80 percent and is cloud-independent.

### Jumbune

The industry's first MapReduce profiler helps you profile MapReduce Jobs and Hadoop clusters.

### LaDaP

Enables you to undertake data ingestion of structured and unstructured data, transform data, store data into HDFS/NoSQL or MPP databases, and deploy machine learning techniques and visualization.

### Kundera

An annotation-based Java library for NoSQL databases that makes work fun. It is a wrap-around API to help developers do away with unnecessary boilerplate code, and program neater-and-cleaner code with reduced complexity, and quality improvements.