



Deloitte and Cloudera alliance overview

Deloitte and Cloudera: Improving your performance through insights from data

Companies of all types and sizes are recognizing the need to find the business value buried in their data by using big data tools such as the open source Apache Hadoop platform. Hadoop has become a popular platform not only because it facilitates the analysis of voluminous amounts of information across a wide array of disparate formats, but also because it is increasingly being deployed as a more cost-effective data processing platform for certain types of information.

Deloitte and Cloudera have entered into a formal alliance arrangement to jointly enhance your ability to derive actionable insights from your data. Our alliance combines Deloitte's recognized leadership in Analytics services with Cloudera's popular Hadoop-based data management platform. Together, we can help you address new business problems and drive more business value from your data.

Why Deloitte and Apache Hadoop

In the decade since its creation, Hadoop has gained popularity for its massively parallel processing architecture and its ability to scale linearly on industry-standard servers. This allows a Hadoop-based data management platform to grow very economically as the data volume and business grows.

Another key factor that makes Hadoop technology valuable to Deloitte clients is that it uses a "schema-on-read" approach, which means there is no need to define the structure of the data before loading it into Hadoop. This allows the Hadoop data platform to support both structured and unstructured data formats, enabling our clients' analytical models to search rich content such as audio recordings, social media communications and scanned images together with more traditional historical data records. This capability helps strengthen the analytic process.

Combining the strength of two leaders

Deloitte has earned recognition by both Gartner and IDC for global leadership in analytics¹ and we compliment this analytics experience with deep industry knowledge. Our practitioners bring technical depth and proficiency in analytics and visualization tools as well as practical wisdom for solving real business issues. This combination of skills enables us to create statistical models and big data solutions that address the most sophisticated business challenges in the industries we serve.

Cloudera Enterprise, Cloudera's implementation of an enterprise data hub, is a fully supported enterprise-ready distribution of the open source Hadoop platform and is one of the most widely deployed Hadoop distributions in the market today. Cloudera's data management technology enables analysts across all industries to leverage a complete range of available data and data types, and iterate faster to create effective models for business decisions and actions.

With Apache Hadoop at the core, Cloudera Enterprise can provide:

- A [single massively scalable platform](#) for storing any amount or type of data — in its original form — for as long as desired or required
- Integration with [existing infrastructure and tools](#)
- Flexibility to run a variety of enterprise workloads — including [batch processing](#), [interactive SQL](#), [enterprise search](#) and [advanced analytics](#)
- Robust [security](#), [governance](#), [data protection](#), and [management](#) for enterprise implementations

¹ Deloitte named a global leader in Business Analytics Services based on capabilities by Gartner. Source: Gartner Magic Quadrant for Business Analytics Services, Worldwide, Alex Soejarto, Neil Chandler, 17 July, 2014. Deloitte named a global leader in Business Analytics Consulting and Systems Integration Services by IDC. Source: IDC MarketScape: Worldwide Business Analytics Consulting and Systems Integration Services 2014 Vendor Assessment by Ali Zaidi, May 2014, IDC #246675.



Cloudera also provides an experienced technical support team. Cloudera Support features predictive and proactive support capabilities, designed to secure more uptime and enable rapid issue resolution and prevention while also providing better performance for your applications and faster delivery of the features you find important.

Deloitte advantages and Cloudera resources

Our Cloudera engagements typically include talent from Deloitte's Analytics practice, which combines business acumen with technology depth and experience using analytics tools such as Cloudera. Rather than a narrow focus on operational data, we use a fully integrated approach to analytics that includes a mix of internal and external signals. Viewing these signals through the right lens can help you shape forward-looking business decisions and make changes at a moments notice.

Deloitte has successfully delivered a number of Cloudera projects, including some very large enterprise implementations. At Deloitte, we are making significant investments to increase and sharpen our Hadoop capabilities with Cloudera, investing in training and several go-to-market industry solutions that will enable us to jointly pursue key application areas with Cloudera.

Deloitte has invested in several go-to-market industry solutions that leverage the Cloudera platform and enable us to jointly pursue key application areas with Cloudera. Further description of the initial target application areas is included below.

Initial target application areas

While Cloudera Enterprise can be used for virtually any big data challenge, we have chosen to invest resources in helping our clients be successful the financial services, consumer goods, retail, manufacturing, technology, media, technology, telecommunications, and public sector markets.

Deloitte has invested in several go-to-market industry solutions that leverage the Cloudera platform and enable us to help you get your solution up and running more quickly while also reducing cost and risk. We currently have solutions for the following initial applications areas:

- **Insurance Claims Subrogation** — The Deloitte Insurance Claims Subrogation Solution uses advanced quantitative modeling, sentiment analytics and modern technology from Cloudera to enable a highly effective process for identifying claims that should be investigated for subrogation. By isolating those claims that statistically present the best opportunities for recovery, we are enabling our clients to dramatically improve financial performance with the least amount of time and cost.
- **Customer Next Best Offer** — Our Customer Next Best Offer accelerator uses Cloudera technology to perform pattern analysis and gain insights about customer behaviors to enable our clients to appropriately and efficiently fit future product and service offerings to their customers on a highly individualized basis. The accelerator can improve prospects for business growth and increase overall customer satisfaction through more effective digital marketing campaigns and call center communications.

For more information

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