



ZETARIS

ACCELERATE YOUR ANALYTICS AND DRIVE YOUR BUSINESS GROWTH

The big data analytics platform delivering the **fastest answers**, deriving the most **valuable insights**, and driving your **business success**.

www.zetaris.com



OPTIMIZE
customer insight
& lifetime value



IMPROVE
product & service
performance



UNCOMPLICATE
diverse data
types & sources



REDUCE
excessive
data costs



PROTECT
data integrity &
lower business risk

QUALITY & SCALABILITY AT LOW COST-TO-VALUE

No more inflexibility of legacy data technologies with high upgrade costs and lack of scalability and data integrity.

Ensure the value of your data isn't lost as it grows. The Zetaris framework regulates the **highest data quality** and future-proofs your data, which means **no more data duplication** and **no more additional repositories**.

REAL-TIME INSIGHTS IN THE HANDS OF USERS

No more lost opportunities when your customers are "shopping around".

Remove the complexity of data science and put the power of **in-context, real-time insights** in the hands of users in time to **reveal profit opportunities**. Only then can you make crucial, influential and **accurate data-driven decisions** to **increase customer value**.

SINGLE UNIFIED VIEW OF ALL YOUR DATA

No more confusion, wasted time and effort checking various BI tools and data sources.

See all your data in a single-view and get the integration and consistency needed to derive **accurate insights**, truly **understand customer behaviour**, and uncover opportunities to **improve customer engagement**, **expand market-share** and **increase revenue**.

"Zetaris is the only vendor who can provide a single-view of a customer through their truly data-driven approach."

Westpac Institutional Bank

LIGHTNING VIRTUAL DATA LAKE

STOPPING THE COSTLY DUPLICATION OF DATA, PROCESSING & HUMAN EFFORTS

- Joins & analyses data in silos without duplication
- Connects Oracle, Teradata, Hadoop, Postgres, Spark, & other data stores in a single-pass query
- Multi-structured & multi-type query optimization
- Single-view of all available data captured through metadata & Schema Store

ALCHEMIST

PUTTING THE POWER OF ANALYTICAL INSIGHTS IN THE HANDS OF USERS

- Single point of analytical co-ordination, collaboration, & control
- Drag & drop workflow producing analytical answers the fastest way possible and deriving actionable insights
- Automated data preparation registering data treatments, & matching business rules to supporting streams, datasets & subject areas
- Analytical IP "Lego Blocking" & algorithmic repository

FUSION-DB

DESIGNED FOR MASSIVE SCALABILITY & FLEXIBILITY

- Massively Parallel Processing database framework
- High quality load performance through parallel-direct, Hadoop-bulk, & streaming load options
- Enterprise-grade scalability by data size, query complexity, concurrency, and user mixed workloads
- Provides highly predictable query performance for critical business SLAs through parallel load, query distribution & analytical operations
- Security & authentication features to surpass enterprise policy & regulatory requirements

INDUSTRY CORE ACCELERATORS

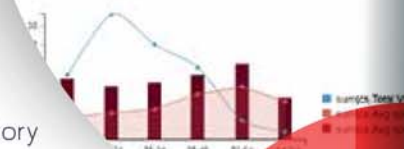
SPEEDING UP YOUR DATA TIME-TO-VALUE

- Out-of-the-box solution for faster deployment
- Pre-built industry models containing algorithmic codes, subject-area business rules, data products & underlying business models

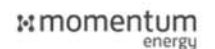
Key Insights - Demographic Loyalty

- The gender of customers aged 25-34, being male...
- The highest spend of customers aged 25-34, being male...
- The 50-64 age group spent the most on groceries (\$275)...
- The largest value (\$4.7K) is spent on groceries by the 25-34 age group, being male...

Customer Spend



Empowering decisions for today's leading data-driven companies



ZETARIS ANALYTICS WORKBENCH

START ACCELERATING YOUR ANALYTICS TODAY!

We've already got your engine revving with our Industry Core Accelerators.

1300 ZETARIS (938 274)

www.zetaris.com

