

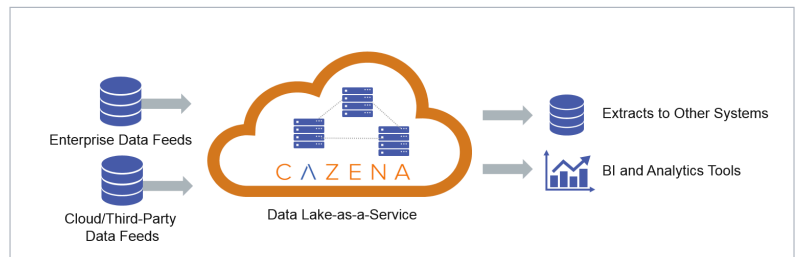
## Big Data-as-a-Service Use Cases

Cazena addresses a broad range of analytic workloads with pre-built solutions. Once the Cazena service is set up, enterprises can provision and move data into any of these solutions in three clicks.

### DATA LAKE-AS-A-SERVICE

Cazena's Data Lake-as-a-Service is the easiest way to stage and query raw data from business applications, log files or other sources, as well as a cost-efficient way to store historical data. Data lakes have been gaining prominence recently as the best method to collect and store large volumes, or a wide variety, of data in one repository. They make it simple and efficient to gather disparate data in one place, without requiring restructuring or cleansing before loading.

Data lakes are optimized for storage. They are ideal for workloads such as data aggregation from multiple sources, data preparation activities, or data segmentation and sub-setting. Based on the specific SLA, Cazena will recommend the appropriate configuration, frequently a Hadoop distribution with optimized cloud infrastructure designed for massive storage.

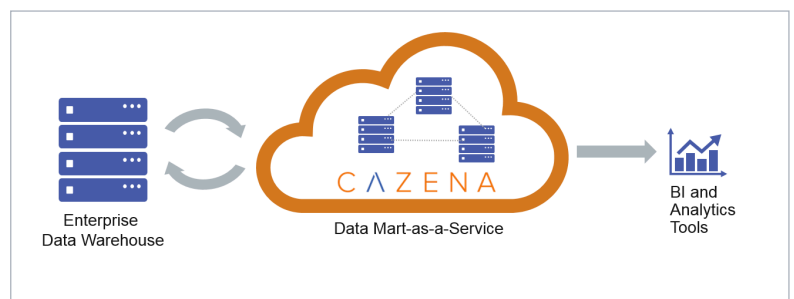


### REAL WORLD EXAMPLES

- A leading retailer must collect all of its transactions in one repository. It uses Cazena to aggregate all point-of-sale data from registers and other sales channels. This data is collected in a data lake and stored indefinitely to drive advanced, cross-channel analytics.
- This retailer also has a second Cazena Data Lake to collect and curate third-party data in the cloud. This data includes weather, social, competitive and demographic data, used to enrich and enhance other internal retail data. The Cazena Data Lake ensures that this third-party data is accessible across the organization.

### DATA MART-AS-A-SERVICE

Cazena's Data Mart-as-a-Service can augment existing data warehouses by offloading users or workloads to the cloud at one-fifth the cost of traditional systems. Data marts are production-ready for business analytics supporting a certain department or business process. They have similar high-performance capabilities as data warehouses, but are often used for domain-specific data that has particular access and analytic requirements. Data marts are often (but not always) used to analyze structured data from business applications, and as a production system, frequently have more intensive governance and SLA requirements.



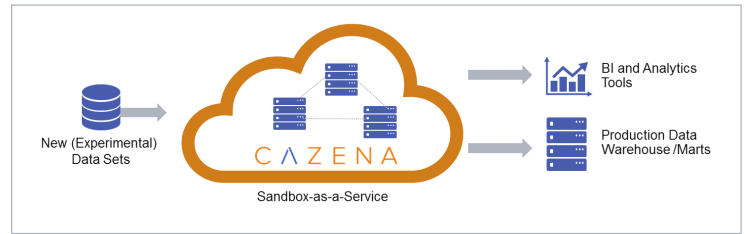
Data marts are optimized for compute performance, so they can run alongside a data warehouse and support a variety of analytics and analytic tools. As always, Cazena recommends the appropriate combination of technology and infrastructure to support the specific SLA.

### REAL WORLD EXAMPLES

- A large enterprise is running out of capacity on their data warehouse appliance. They found that they had workloads running at the same time that were slowing down analytic performance, and they were not upholding their SLAs. With Cazena, they easily moved one of the workloads to the cloud to its own Cazena Data Mart.
- Others deploy Cazena Data Marts in conjunction with an enterprise data warehouse or data lake. They move certain datasets to a Cazena Data Mart to support interactive ad-hoc analytics, which can often be compute-intensive and best done outside a production data warehouse. This approach supports organizational agility, as data marts can have different governance requirements than the data warehouse.

## Sandbox-as-a-Service

Cazena's Sandbox-as-a-Service supports data exploration, testing and development environments where enterprises can explore new ideas and hypotheses quickly and inexpensively. It's a place to test new datasets and relationships in a cost-effective, powerful analytic environment. This has the advantage of ensuring that experimental data exploration doesn't impact the production data warehouse SLAs. A Cazena Sandbox allows for cloud-scale analytic innovation – yet can still be managed by IT. All kinds of data might be used in a sandbox and companies may have multiple sandboxes for different teams.



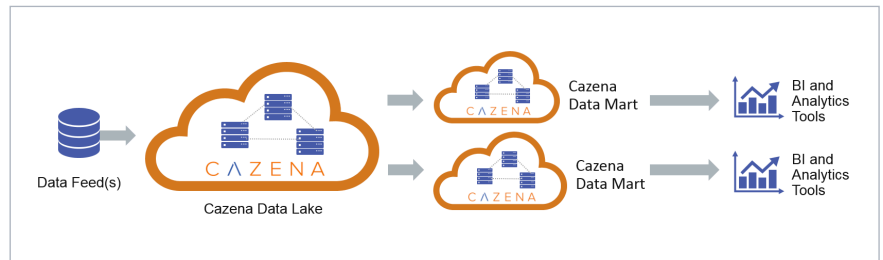
Sandbox requirements greatly vary, as they may support vastly different types of analytic activities. Based on the needs of a particular organization, Cazena Sandboxes may be optimized for massive storage, high-performance SQL analytics or a right-sized combination based on SLA.

## REAL WORLD EXAMPLES

- Cazena Sandbox environments are often used to understand the value of new types of data such as social or mobile application data. Many companies are interested in combining semi-structured data with business application data – such as comparing web clickstream with purchase transactions or customer service data. These types of analyses require a powerful, SQL-driven environment.
- Cazena Sandboxes also support robust test and development environments for testing analytics before rolling out a production-ready data mart. Sandboxes can be instantiated quickly and inexpensively, allowing for agile iteration before operationalizing new analytics.

## Analytic Pipelines

Cazena is the ideal solution to support a complete analytic pipeline in the cloud. In this scenario, raw data from enterprise or cloud sources is collected in a Cazena Data Lake, and then regularly processed to move subsets to domain-specific data marts or enterprise data warehouses. This enables cost-efficient processing, with a data lake optimized for storage, and production data marts optimized for SQL analytics. A key capability of an analytic pipeline is scheduled data movement, which enables pipelines that automate data collection and distribution. Cazena supports this entire analytic pipeline process in one cloud, making it easy, fast and secure to support an otherwise complex process.



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## REAL WORLD EXAMPLES

- Many companies are interested in new cloud-based big data sources, such as mobile or web clickstream. These can be easily collected in a Cazena Data Lake, then processed to aggregate a subset, which is then moved into a new Cazena Data Mart.
- Analytic pipelines can also help with the distribution of data across the organization, while meeting access and governance rules. This can help segment data into domain-specific data marts, each with their own role-based access.

## ABOUT CAZENA

Cazena's mission is to radically simplify enterprise big data in the cloud for faster business outcomes at a fraction of the cost. Cazena is the first Big Data-as-a-Service that can securely move and optimize big data processing in the cloud in just three clicks. Founded by former Netezza leaders, Cazena is backed by Andreessen Horowitz, Formation 8 and North Bridge Venture Partners. For more information, visit [cazena.com](http://cazena.com).

Find out more about Cazena. Contact us today for a demonstration.

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