Get More Value from Data Sources in the Cloud

More and more data is generated in the cloud, outside of enterprise datacenters. Many business leaders have ideas about how to use these new cloud data sources, but find their companies lack the skills, tools or infrastructure required for effective collection and analysis. To bridge these resource gaps and begin utilizing their cloud data, forward-thinking enterprises are turning to Big Data as a Service, a new category of cloud-based data processing services that’s helping deliver innovative applications faster.

The Challenges of Cloud Data

Big data presents unique opportunities and challenges for enterprises – and big data generated in the cloud adds another layer of complexity. Most enterprise infrastructures were not built for the scale and velocity of big data today, nor are they adequately integrated with the cloud. This presents major problems for companies that want to move quickly to take advantage of new data sources.

Many IT departments don’t have the internal skills, time or budgets to quickly respond to new data needs from the business. It can be especially hard to justify IT resources for new big datasets, where the potential impact, ROI and value is unclear without experimentation. This experimentation is impossible with no infrastructure, a vexing Catch-22.

Some business units try to circumvent this issue by outsourcing or shadow IT. But this approach is problematic. Often it simply moves the bottleneck by creating siloed applications that are unsuccessful or still have to wait months to get into production. Or worse - many shadow projects fail completely due to lack of integration with existing company data and processes.

It’s a frustrating situation: Many enterprises know of potential cloud data sources that could add new value, but are unable take advantage of them quickly. That’s all changing with new services that enable enterprises to collect, store and analyze cloud data in the public cloud.

Cloud Data Promises Enterprise Value

There are many reasons to keep cloud-generated data in the cloud. Perhaps most importantly, working with cloud data is new for many companies. This demands the flexibility enabled by the cloud, as companies iterate new products and applications based on this data.

Using the cloud also reduces network costs of moving big datasets back to enterprise datacenters. It takes advantage of cloud’s elastic and infinitely scalable resources. And, it can help improve and increase access to data-driven applications.

Despite all these benefits, enterprise adoption of the cloud for data processing has been slow, due to security, complexity and integration challenges. But as cloud matures, so have the services.

Big Data as a Service: The New Choice for Cloud Data

Big Data as a Service is an emerging category of cloud services, also referred to as database platform as a service (Gartner Inc.) or cloud application services (Forrester) or cloud managed services (Eckerson Group). This category refers to vendors that provide big data processing and data warehousing in the cloud, delivered as a service.

Big Data as a Service is a key evolution in data processing, freeing enterprises from developing cumbersome on-premises systems. It’s faster to implement, easier to use and less expensive than traditional data warehousing, quickly delivering value from cloud data sources.

Cazena is a leader in the emerging Big Data as a Service category. Its cloud service was designed by the same enterprise experts who developed the first data warehouse appliance, Netezza. Now this team is focused on making big data processing in the cloud easier for enterprises, offering a host of benefits for cloud data projects.

Go Live in Days, not Months: Cazena’s setup is managed by our skilled team, which means you can deploy new applications and products faster.

Collect and Store Any Data: Easily move data into Cazena and store it in a data mart or data lake, which can be queried with common BI/analytics tools. Quickly collect data from the cloud, local sources or data aggregators.

Access Data with Any Analytics Tool: Connect to data stored in Cazena with any industry-standard tools including Tableau, Spotfire, Microstrategy, Cognos.

Get Powerful Data Capabilities with No New Training: Cazena’s simple web interface is easy to use, and our team manages, monitors and supports the platform 24 x 7. Get the benefits of complex technologies without specialized skills.

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1Gartner, Market Guide for Database Platform as a Service, Feinberg, Zaidi and Ronthal, June 2015. 2 Forrester, Big Data Options in the Cloud, Gualtieri and Staten, December 2013. 3 Eckerson Group, Comparing Big Data Platforms, Bowermaster and Eckerson, December 2015. 4 Gartner, Advance Your Information Management Strategy to Avoid Data Chaos in the Cloud, Thoo and Adrian, August 2013, reviewed Jan 2015. 5 Netezza created the data warehouse appliance category in 1999, greatly simplifying enterprise data management. The company was purchased by IBM in 2010. Learn more here: https://en.wikipedia.org/wiki/Netezza 6 Data lakes are analytic environments optimized for storage. Learn more in this article.
About Cazena

Cazena Big Data as a Service radically simplifies and speeds up big data processing. Cazena makes it simple to store and analyze any data, and is the ideal choice for data generated in the cloud. With Cazena, you can easily move and store data in a secure analytics environment in the cloud, where you can query and analyze it with any standard visualization tool (Tableau, R, Microstrategy, etc.) You don’t need any special skills to use Cazena, and our staff continuously optimizes the service so you get the best price-performance.

How It Works

Access Any Cloud Data Source.
Cazena connects to almost any data source in the enterprise and makes it easy to stream or load data into your company’s own secure Cazena data cloud.

Easily Move Data into Cazena.
Data movers make it simple to move data into Cazena, where it is encrypted and stored in secure secure data marts or data lakes. Data can easily be moved from Cazena back to the enterprise datacenter.

Ensure Security and Integration.
Cazena stays securely connected to your enterprise datacenters via the Cazena Gateway. This handles data encryption, and makes it easy to connect to other systems (data warehouses, ETL, analytics, etc.)

Focus, While Cazena Manages the Cloud.
Cazena manages, monitors and continuously optimizes your cloud environment. Cazena regularly benchmarks new technologies and upgrades the platform, so enterprises always get the benefits of the latest technical innovations.

Access with Any Analytics/BI Tools.
Connect to Cazena in a few click and run queries with common analytics tools and methods (Tableau, Spotfire, Microstrategy, R, etc.)

Get Data Infrastructure in Minutes.
Quickly get new analytic environments where you can store and query cloud data. Cazena intelligently provisions new data marts and data lakes based on the data type, analytic tools and price-performance requirements. Cazena uses best-of-breed database engines (MPP SQL, Hadoop, Spark, etc.) and cloud infrastructure (Amazon and Azure).

Ready to Learn More? Contact Us Today.
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