



# OpenText™ Big Data Analytics (BDA)


Perform data discovery and advanced, predictive analytics on even the largest data set with minimal effort using powerful, AI-enriched tools



 **Get a 360-degree view** of operations

 **Empower citizen data scientists** to do their own data exploration

 **Reduce potential losses** or customer churn by spotting process flaws

 **Identify new opportunities** for profit and efficiency gains

**In today's data-intensive, fast-paced environment, organizations need a full-circle view of their operations, including the ability to quickly model and predict outcomes based on information from a wide range of disparate sources—business applications, customer and supplier records, Internet of Things sensors, social media and much more. Yet they don't want to be dependent on hard-to-find data scientists and elaborate data preparation schemes.**

OpenText Big Data Analytics, a key part of the OpenText Analytics Suite, offers powerful data discovery and advanced, predictive analytics for unparalleled insights. It lets business users and analysts access, blend, explore and analyze data from a vast range of sources quickly and flexibly, without continual support by IT or data scientists.

This powerful browser-based module easily handles extraction, transfer, load (ETL) and cleansing functions, even for enormous data sets spanning billions of rows. It standardizes and joins multiple data sources, including external data warehouses and third-party relational databases such as Oracle®, Salesforce®, MySQL and Microsoft® SQL Server®.

With a few keystrokes, users can apply data mining methods for anomaly detection, association rules, clustering, profiling, segmentation, decision trees, Naive Bayes classification, correlation, linear and logistic regression, summarization and pattern mining. Big Data Analytics can display the result in crosstabs, Venn diagrams, bubble charts, maps and more.

## Features

- Explore data easily with visual tools including crosstabs, Venn diagrams, heat maps and bubble charts
- Blend and analyze many types of data, including third-party databases and sharing services
- Intelligent data preparation tools shorten the time to insight
- Built on a robust open-source foundation including Apache™ Hadoop® and Apache Spark™

Then, with a single click, the results are published to the Analytics Suite's visualization server as a new data source ready for consumption.

In addition, users can share insights with broader audiences as interactive data visualizations or use them as the fuel for new insights in Magellan™, OpenText's artificial intelligence-augmented analytics and automation platform.

## Key features

### No complex data modeling

Big Data Analytics eliminates the need for data cubes and complex pre-processing and modeling, minimizing IT workload. It incorporates data preparation tools, such as normalization, linear, logistic or softmax scaling, that make it even easier for users to enhance their data and create data objects without IT intervention or help from data scientists.

### Clean and enrich your data on the fly

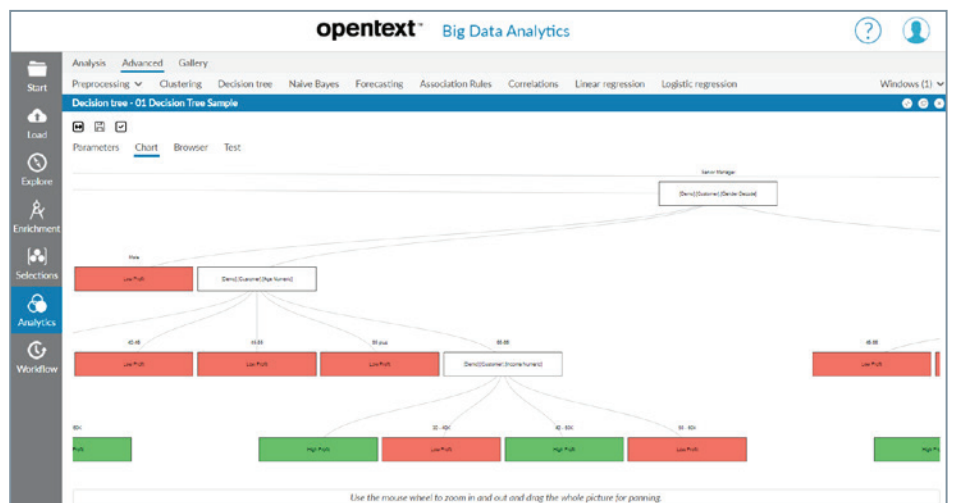
Big Data Analytics is equipped with tools to audit, clean, enrich, decode and massage data at the speed of thought. Users can create fields that aggregate, rename or calculate expressions for existing values within the database, as well as generate ranges, groups or rankings, according to the specific needs to answer each business question on the fly. They can automatically add data hierarchies (e.g. that a postal code is within a city, within a state or province, within a country) to models in a data object, defining their terms through an intuitive drag-and-drop UI.

### Easy data provisioning and loading

Big Data Analytics can load data from virtually any source, from the simplest flat files to the most complex databases and online data sets, so that data from all sources is available in one place. Accessing CSV files is a do-it-yourself operation for users.

It offers native connectors for popular third-party relational databases and big data sources including:

- Oracle
- IBM® DB2®
- PostgreSQL
- Hive
- MySQL
- Salesforce
- SparkSQL
- Sybase
- IBM® Netezza®
- SAP HANA®
- MSSQL



OpenText Big Data Analytics offers an easy-to-use, drag-and-drop interface for popular data mining methods such as decision trees.

## OpenText services available

- Learning Services  
Big Data Analytics
- Managed Services
- Consulting Services
- FasTrak Implementation Services  
for Big Data Analytics

There's also an Open Database Connectivity (ODBC) driver for custom sources and a remote data provider option for loading data from a web address. In addition, a specialized ETL module lets business analysts load data from the application's front end directly into Hadoop-based data lakes via Apache Spark, the unified analytics engine underpinning Big Data Analytics.

This democratizes data access. Instead of calling in data scientists to perform specialized coding for ETL processes in Hadoop, analysts who are more familiar with their organization can work directly with the information they want answers from. The result is faster, more flexible and cost-effective analysis of very large data sets, which today's information-rich business processes require.

### High performance

With the built-in FastDB columnar database, users can explore and analyze data dramatically faster than traditional relational databases, making sense of billions of records in seconds. Big Data Analytics also works smoothly to extract data out of such relational databases, including Oracle, DB2, Sybase and MSSQL.

OpenText analytics run on a highly-scalable platform of open-source Spark and Hadoop technologies, which were designed to accommodate extremely high data volumes and leverage the open-source community's sizable expertise.

### Draw on powerful advanced analytical algorithms

Everyday users can access analytical algorithms formerly available only to data scientists. These techniques, optimized and hard-wired in, allow business analysts to go from raw data to advanced and predictive analytics with a few clicks.

Users can access popular analytical techniques, such as crosstabs, Venn diagrams, bubble charts or heat maps, via a visual, drag-and-drop interface to data mining methods for anomaly detection, association rules, clustering, profiling, segmentation, decision trees, Naive Bayes classification, correlation, linear and logistic regression, summarization and pattern mining.

These data mining methods feed Big Data Analytics' predictive analytics functions, yielding forecasting that can be useful in CRM, cross-selling, customer retention, fraud detection, risk management and other industry use cases.

### Conclusion: Democratize data access

Big Data Analytics is a business-friendly technology that gives non-data scientists the power to quickly combine, visualize and gain insights from all available information. There is no need to bring in experts for the creation of complex models or wait for the IT department to prepare and pre-blend data.

The result is instant business insight that helps drive smarter, more strategic decisions.

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## OpenText Analytics Suite:

### Delivering more insight from your data

Big Data Analytics is a key component of the richly-featured, easy-to-use OpenText Analytics Suite, along with analytics and reporting server, Information Hub (iHub), three iHub visualization modules (Interactive Viewer, Dashboards and Analytics Studio), the sophisticated Analytics Designer and optional capabilities for multi-tenancy, page-level security and Accessible PDF creation.

As an integrated whole, the Analytics Suite helps organizations gain insight, improve decision-making and boost operational efficiency by offering hands-on access to interactive dashboards, reports and data visualizations, seamlessly integrated with big data-capable advanced and predictive analytics to spot patterns and trends.

Leveraging all data—whether it comes from databases, business applications, CRM records, Internet of Things or social media—in relevant, interactive visualizations on any device increases opportunities for growth. Analytics Suite offers robust, enterprise-level security, scalability to millions of users, and data integrity and APIs for easy integration to all types of third-party data sources, while requiring only minimal IT intervention.

## Magellan:

### Adding the power of AI to analytics

Big Data Analytics provides robust data preparation and analytics functions incorporated in Magellan, the intelligent, AI-based capstone to the Analytics Suite. Magellan is a powerful, flexible AI and analytics platform that derives insights from both structured and unstructured data. It can spot key topics, people, events and other crucial information in text, including documents, captured forms and social media.

### Squeeze every drop of value from data

Magellan combines cutting-edge, open source machine learning with advanced, predictive analytics, enterprise-grade business intelligence and the capacity to acquire, merge, manage and analyze big data and big content stored in Enterprise Information Management systems. It offers native integration into other OpenText EIM solutions, including Documentum™, Content Server, Archive Center and eDocs, for easy analysis of ECM data alongside other sources. It even supports direct integration into popular third-party tools such as Box, Dropbox™, Gmail™, IBM® FileNet® and Microsoft® SharePoint®.

Magellan enables machine-assisted decision-making by automating repetitive, low-level processes and business optimization. As a result, organizations can streamline operations, respond more quickly to changing needs and operate more profitably.