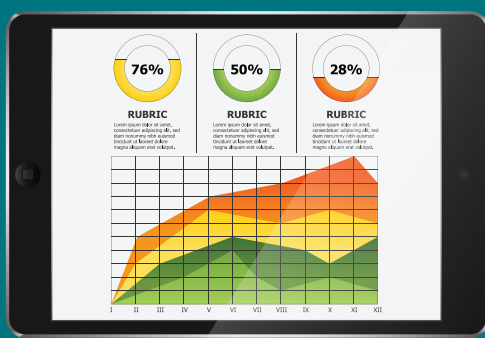


BIG DATA MADE EASY

The Sonra Hadoop Quick Start Appliance



THE PROBLEM

Hadoop is a core component of the modern data platform. It is not only up to 25 times less expensive per TB than traditional solutions but also opens up new revenue streams.

However Big Data can be hard. Businesses need to acquire expertise in a lot of areas to be successful.

- Which Hadoop distribution is enterprise-ready?
- What is the optimal hardware for my use case?
- On premise or in the cloud?
- Which Hadoop components are right for me?
- What is the right data architecture for my solution?
- Will we find qualified resources?

THE SOLUTION

At Sonra we understand the difficulties faced by businesses when they begin their Big Data journey. We help you get started in days or weeks and immediately reap the benefits of Big Data with our Hadoop data warehouse quick starter solution. Sonra have packaged Supermicro optimised Hadoop hardware with the prime Hadoop distribution, and added our years of Big Data and Hadoop experience into the mix. Our architecture blueprints cover popular Hadoop use cases such as data warehouse offload, data lake, clickstream processing, and predictive analytics.





Why Sonra

At Sonra we understand the difficulties of businesses when they begin their Big Data journey. Having worked on some of the largest enterprise-scale Big Data and data warehouse implementations in EMEA we know how Hadoop works in the enterprise. We have followed the evolution of Hadoop and its ever increasing ecosystem over the last seven years and are actively working with its community. Hadoop can help you make huge cost savings. If you want to get off to a flying start you need to make some difficult decisions around hardware, software, and architecture. That is why we have packaged years of our Big Data experience and blueprints for popular Hadoop use cases with Supermicro Hadoop optimised hardware and MapR, the only enterprise-ready Hadoop distribution.

Why MapR

Designed and built from the ground up, the MapR file system addresses the Hadoop Distributed File System limitations of other Hadoop distributions. The patented solution solves some non-trivial distributed compute problems and allows for low latency reads, writes, and updates.

This allows MapR to address the most widely raised Hadoop maturity concerns among CIOs: Enterprise-grade backup and recovery. Enterprise-scale high availability and disaster recovery and performance at scale. MapR is the only enterprise ready Hadoop distribution. It is no coincidence that Amazon has selected MapR as the only distribution to power their Hadoop cloud offering.

Why Supermicro

Supermicro designs and develops the ideal turnkey racks for high performance Apache Hadoop at scale. Leveraging Supermicro's optimized servers and switches as a foundation, Sonra designs turnkey appliances that scale linearly to thousands of nodes.

The Supermicro server node is superior to the standard 1U volume servers due to side-by-side CPUs for non-shadowed cooling, more efficient power supply, optimized serverboard, and short-depth chassis for more efficient air flow. Better power efficiency translates not only in better performance-per-watt, but also in increased density - our nodes accommodate up to 36 cores, 1TB RAM and 12 data drives in a standard 1U chassis.