



Strategic Thinking

New Business Models for Tech Success

Veristorm Unlocking the Power of Hadoop to Enable Large Scale Enterprises to Capitalize on Big Data

First Commercial Solution for Linux on System Z Provides Data Integration, Analytics & Security Information Management

Opening Thoughts

As the volume and variety of data continues to escalate, the promise of a powerful new generation of data analytics tools converting this data into valuable information and insight continues to be just as elusive.

In particular, there is a growing debate regarding the potential of Hadoop to serve as a key component in corporate initiatives to unlock the value of Big Data due to the limited success of the first round of real-world deployments over the past year.

A December 16, 2014 Wall Street Journal article entitled, *“The Joys and Hype of Software Called Hadoop: Big Data Is Hot in Silicon Valley, and Hadoop Underpins Craze,”* described the dichotomy between the grandiose expectations among industry analysts and the investment community compared with the bitter realities of CIOs and other technology practitioners struggling to put Hadoop to work. The article quoted the Bank of New York Mellon Chief Data Officer, David Gleason, who is a proponent of Hadoop admitting “it wasn’t ready for prime time.”¹

Even Gartner Inc. predicts *“60% of big data projects will fail to make it into production either due to an inability to demonstrate value or because they cannot evolve into existing EIM processes.”*²

THINKstrategies believes there are some fundamental flaws in the way organizations are employing Hadoop to address their Big Data challenges.

This profile will examine how Veristorm’s unique approach to Hadoop deployment enables large-scale enterprises to leverage their existing mainframe and other legacy data center resources to harvest their Big Data assets and achieve their business objectives.

Veristorm Taps Transaction & App Log Data on the Mainframe via Hadoop

The primary issue facing many of the organizations seeking to deploy Hadoop to address their Big Data requirements is that they are attempting to implement the open source solution too broadly in their initial trials. These organizations are discovering that the mainframe integration of Hadoop is very costly and complicated because it requires significant processing power and extensive systems integration skills.

Traditional extract, transform and load (ETL) solutions consume a lot of MIPS because they rely on the mainframe to perform the bulk of the processing work. Veristorm’s model permits organizations to perform the data transformation process on the Linux side. This approach allows the data to be streamed and avoids intermediate storage requirements typically involved in

Big Data projects often fail to achieve their business objectives in part because of data integration challenges.

¹ “The Joys and Hype of Software Called Hadoop: Big Data Is Hot in Silicon Valley, and Hadoop underpins Craze.” Wall Street Journal, December 16, 2014, <http://www.wsj.com/articles/the-joys-and-hype-of-software-called-hadoop-141877627>.

² “Big Data Challenges Move from Tech to the Organization” by Nick Heudecker, December 2, 2014. <http://blogs.gartner.com/nick-heudecker/big-data-challenges-move-from-tech-to-the-organization/>.

Veristorm has developed an innovative alternative which enables organizations to more easily implement and leverage the power of Hadoop.

traditional ETL deployments. As a result, organizations can better utilize their mainframe systems to do the high-transaction processing functions they were designed to perform and achieve greater value from their existing data center assets.

Veristorm offers two primary Hadoop solutions:

- vStorm Enterprise which provides near real-time access to z/OS data.
- zDooop, the first commercial Hadoop for Linux on System z, and Veristorm Data Hub, a Hadoop distribution for Power Systems and x86 platforms.

The vStorm Enterprise software enables organizations to achieve near real-time access to z/OS data such as DB2, VSAM, CA Datacom, CA IDMS and application log files, and integrate that data across their existing IT infrastructure.

Since mainframe servers already process over 60% of data transactions, the Veristorm software solution allows organizations to bypass traditional ETL procedures in favor of a new Extract-Hadoop-Transform (EHT) model. This approach can accelerate the deployment process, reduce the upfront capital expenditures, lower the integration barriers to success, and permit greater access to data.

The vStorm Enterprise software can output to Linux on any platform and the leading Hadoop distribution solutions including Cloudera, Hortonworks and BigInsights. vStorm also permits simple “point and click” data movement from z/OS to HDFS which eliminates the need for costly SQL extracts and ETL consulting projects; the complexity of COBOL copybooks; and the security risks, compliance challenges and delays associated with offloading sensitive data.

Veristorm also provides Hadoop distributions for Linux on System z (called zDooop), Power Systems, and x86 platforms. Providing a consistent big data platform across multiple hardware platforms is intended to further ease governance and integration challenges.

Strategic Thoughts

Today’s explosive growth of data from a combination of internal and external sources is creating a new set of challenges for organizations seeking to utilize that data to better understand their customers’ changing expectations and better respond to the market’s escalating competitive demands.

Although Hadoop has been identified as a key component in unlocking the value of Big Data in large-scale corporate environments, it has also created its own data access, integration and analytics challenges for organizations that lack the skills and experience to properly deploy most Hadoop solutions.

Veristorm has developed an innovative alternative which enables organizations to utilize their installed base of existing mainframe systems and other data center resources to more easily implement and leverage the power of Hadoop.

The Veristorm approach also permits organizations to more easily test new analytic programs before full deployment, and more economically archive existing data to lower cost Linux systems.

Veristorm’s unique software solutions permit users to quickly deploy Hadoop in more targeted deployments that reduce the complexity, cost and time-to-value of their data integration and analytics initiatives. This approach allows organizations to increase the likelihood of success while maximizing the value of their existing systems and software.

About THINKstrategies, Inc.

THINKstrategies, Inc. is the only strategic consulting services company focused entirely on helping its clients capitalize on the unprecedented business opportunities created by the technology industry shift from a product-centric to a services-driven orientation, such as Cloud Computing, Software-as-a-Service (SaaS) and Managed Services. THINKstrategies also founded and administers the Cloud Computing Showplace (www.cloudshowplace.com), an online directory of over 2400 Cloud solutions and best practices resource center. THINKstrategies also hosts a series of executive forums regarding key industry issues and opportunities, called the Cloud Innovators Summits (www.cloudsummits.com). For more information, visit www.thinkstrategies.com, or contact us at info@thinkstrategies.com.