



VERISTORM

Solve Legacy ETL Issues with Mainframe Data Integration

INDUSTRY

Data Integration

WEBSITE

www.veristorm.com

COMPANY OVERVIEW

We enable mainframe users to securely integrate their most critical data. We're helping enterprises gain more meaningful insights from data, lower the costs of data processing, and integrate the power of data science to solve your important business problems.

PRODUCT OVERVIEW

Our vStorm Enterprise software enables secure integration of your z/OS data into your big data platform without ETL or staging.

SOLUTION HIGHLIGHTS

- > Blazingly fast access to z/OS data
- > DB2, VSAM, QSAM, SMF, XML, log files and more
- > No-staging
- > No ETL
- > In-flight conversions

Faced with the spiraling costs and challenges of moving, storing and staging massive volumes of data, the Extract, Transform, Load (ETL) process and data warehousing are giving way to a new model: On-the-fly access and the enterprise data hub. Through an enterprise data hub, the model of bringing your data to compute is replaced by the model of bringing your compute to the data.

Extract, Transform, Load has meant spend, delay, spend some more. Now there's a better way.

The data hub provides a centralized location for storing and managing all of your data, regardless of format. With affordable scalability and performance, it can support analytics on diverse data collections of unprecedented scale.

To maximize the reach and value of your data hub, the data hub should include legacy systems and support for mainframe data. Mainframes process 60% of large enterprise transactions, increasingly from mobile devices. However, due to the complexity and cost of ETL projects and tools, mainframe data has been difficult to integrate.

It's no wonder modern IT organizations are looking for new ways to include mainframe data, without the expense and complexity of deploying ETL tools. Legacy ETL raises problems like:

- MIPS costs associated with SQL extracts from z/OS DB2
- Programming to extract data from VSAM and QSAM files
- Security concerns with data in motion and the data at rest in a staging area
- Ownership costs related to creating and managing a secure staging area
- Diminishing skillset and delays in processing when COBOL software is changed
- Operational delays while data is extracted, staged and then converted

With seamless integration to Cloudera's CDH, Veristorm's vStorm Enterprise provides a no-ETL, no-staging capability for moving mainframe data to Hadoop.

Using vStorm Enterprise provides immediate technical benefits:

- Intuitive point-and-click data copy from z/OS into the Linux file system or Hadoop
- Preserve metadata including data types and column names, and copy directly into Hadoop Hive so data can be queried using SQL
- Stream data to any network point
- Automate data collection and processing of your data in near real-time

Flexible, In-flight Data Support

- Copy databases and tables from DB2 without SQL queries
- Extract VSAM and QSAM files without programming
- Copy SMF/RMF, system and operator log files for capacity planning and performance analysis
- Perform in-flight conversion of packed decimal and EBCDIC data

Benefits of Cloudera

- **Powerful** – Store, process, and analyze all your data to drive competitive advantage
- **Efficient** – Hadoop unifies compute and data to improve operational efficiency
- **Open** – 100% open source: CDH is the world's most popular open source distribution powered by Apache Hadoop
- **Simple** – Easy to deploy and operate with centralized administration
- **Compatible** – Leverage your existing investments for rapid adoption and lower TCO
- **Economical** – Rethink the economics of data management with an open source platform on industry standard hardware - up to 90% more cost effective than traditional solutions
- **Enterprise Ready** – Equipped with critical capabilities to support mission-critical operations

Benefits of Veristorm's vStorm Enterprise

Lower Costs

- > Offload batch jobs for less expensive processing
- > No coding to process VSAM copybooks
- > No storage costs or security concerns for staging
- > Point-and-click and automated data copy cuts operational costs

More Informed Decisions

- > Increase the information available for decisions with transaction and proprietary data from the enterprise mainframe server
- > Gain system insight with SMF/RMF, system and operator log files
- > Near real-time data access helps ensure that analytics are current

More Innovation

- > Break down silos between mainframe and distributed platforms
- > Leverage the innovation in the Hadoop ecosystem
- > Increase transparency and share

The Business Edge

The breakthrough technology incorporated in vStorm Enterprise enables new solutions to classic problems in data analysis and visualization. Adding mainframe enterprise data to a data hub provides a 360-degree view for projects like customer segmentation, process optimization, data sharing and data-driven decisions.

Enterprise customers benefit by gaining a more comprehensive data repository with the customer and enterprise data.

- Lower costs and improve batch windows by shifting batch workloads to Hadoop
- Make more informed decisions with critical information
- Make faster decisions with near real-time views into critical data
- Take advantage of the rapid innovation in the Hadoop ecosystem
- Bring mainframe and x86 development teams together for faster and more robust application development

Lower Costs

The Business Intelligence infrastructure costs of collection, integration, storage and processing have often been expensive. In combination with Cloudera CDH, Veristorm helps with dramatic cost reductions. Our no-ETL approach makes it easy to move batch jobs from z/OS and MIPS charges to the data hub for less expensive processing. Installation and configuration takes less than an hour, replacing integration projects and software development. After that, point and click and scheduled automation keep operational costs low.

More Informed Decisions

The financial value of big data is tied to the value of making better decisions to expand markets, reduce costs and enhance productivity. Big data is expected to drive over \$300 billion in annual value in the US health care industry and increase net margins in the US retail sector by more than 60%.

At the heart of big data will be transaction histories, proprietary and sensitive information about customer, service and product data that resides in mainframe servers. Veristorm enhances decision making by providing important enterprise data from the mainframe in near real-time.

More Innovation

The difference between information and noise is whether it is actionable, and the difference between industry leaders and followers is the ability to execute. Connecting your mainframe server data and development teams with your x86 data hub and teams helps coordinate development effort and connect different ecosystems of experience and innovation. Veristorm's vStorm Enterprise breaks down silos and enables more productive collaboration.

Don't let ETL be a barrier to building a data hub—enriched with mainframe enterprise data—for your organization. Let Veristorm simplify and streamline your projects with vStorm Enterprise. Visit our website and request a trial.

About Cloudera

Cloudera is revolutionizing enterprise data management by offering the first unified Platform for Big Data: The Enterprise Data Hub. Cloudera offers enterprises one place to store, process and analyze all their data, empowering them to extend the value of existing investments while enabling fundamental new ways to derive value from their data. Founded in 2008, Cloudera was the first and is still today the leading provider and supporter of Hadoop for the enterprise. Cloudera also offers software for business critical data challenges including storage, access,

information across your enterprise

management, analysis, security and search. With over 20,000 individuals trained, Cloudera is a leading educator of data professionals, offering the industry's broadest array of Hadoop training and certification programs. Cloudera works with over 900 hardware, software and services partners to meet customers' big data goals. Leading organizations in every industry run Cloudera in production, including finance, telecommunications, retail, internet, utilities, oil and gas, healthcare, biopharmaceuticals, networking and media, plus top public sector organizations globally. www.cloudera.com

About Veristorm

Veristorm was founded with a simple vision: Enable mainframe users to securely integrate their most critical data. Our vStorm Enterprise software enables secure integration of your z/OS data into your big data platform. We help create a data integration hub with your most important data securely maintained.

We're helping enterprises gain more meaningful insights from analytics, right-size and lower the costs of data processing, and apply new skills and technologies to the challenges of a data-driven organization.

Our team has experience in startups, cloud, and the IBM ecosystem. We stand by our mission to deliver the best Big Data management platform possible. We are privately held and located in Santa Clara, CA.