

Paper 507-2013

Searching for Business Value in Big Data with Hadoop

Mike Olson, Cloudera
Paul Kent, SAS
Gavin Day, SAS

ABSTRACT

While some well-resourced organizations can simply throw technical talent at uncovering the value in their big data, others struggle to find analytic technology that takes full advantage of the richness and scale of the Hadoop ecosystem. Join industry thought leaders from Cloudera, Intel and SAS for a discussion of how the Hadoop community is using analytics to derive critical insights that drive significant business impact from their big data assets

No paper was submitted for publication.

CONTACT INFORMATION

Mike Olson
Cloudera

Paul Kent
SAS
paul.kent@sas.com

Gavin Day
SAS
gavin.day@sas.com

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration.

Other brand and product names are trademarks of their respective companies.