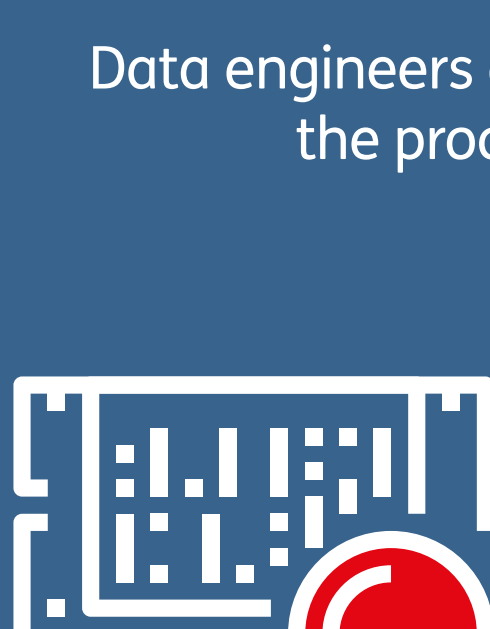


Harnessing the cloud to deliver Big Data insights

Becoming data-driven requires the ability to serve all stakeholders who work with data. The cloud can provide a fast onramp to serving those stakeholders.

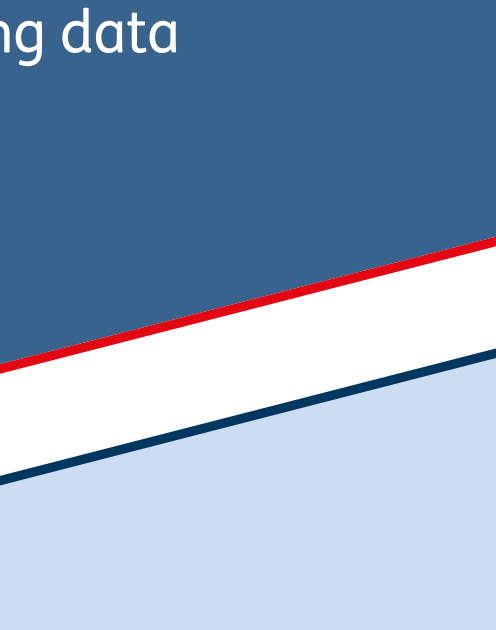


Every constituency has their own unique needs



Data scientists expect a friction-free experience for designing experiments, testing models, and operationalizing their models from laptop to cluster

Data engineers are seeking to modernize the process of transforming data



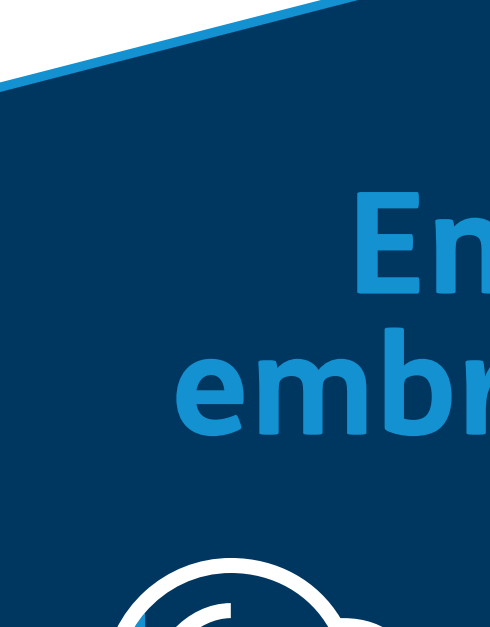
Business analysts require an efficient environment for querying data

The cloud can provide fast onramps to meeting these needs



It avoids the delays of budgeting, procuring, and installing new capacity

It avoids the need for businesses to plan capacity for future needs



It allows line organizations to procure compute on demand

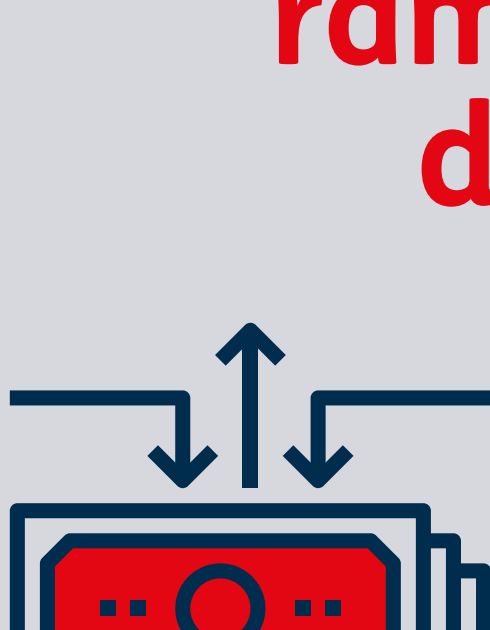
Enterprises are embracing the cloud



27.5% of big data deployments are running in the cloud*

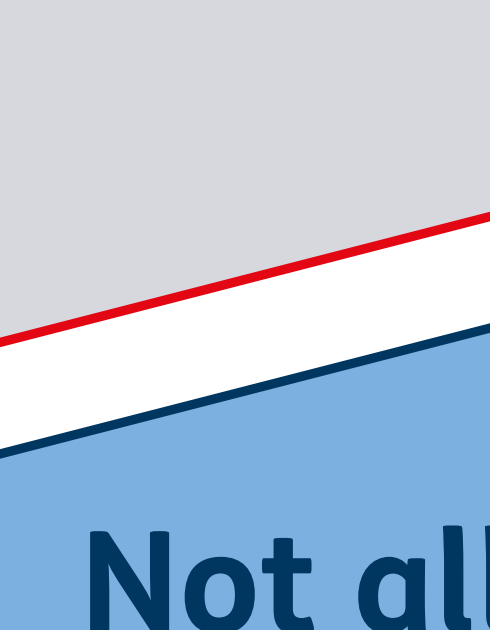


By 2019, **over half** of **new** big data deployments will be in the cloud



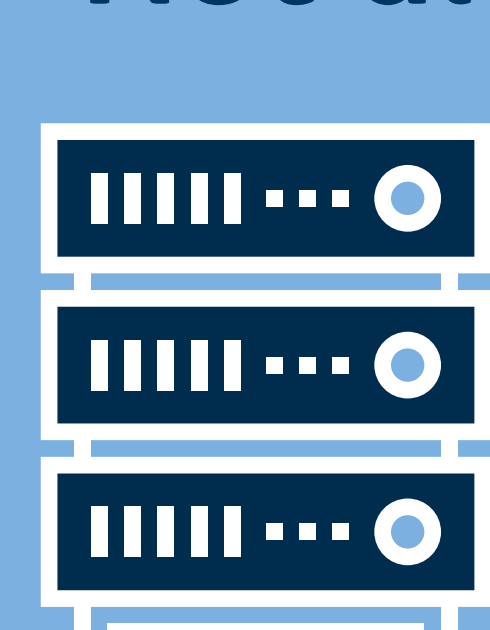
For many organizations, cloud storage is becoming the de facto data lake

Why are enterprises ramping up cloud deployment?



Shift costs from capital to operational budgets

Pay only for what they consume, especially for transient workloads



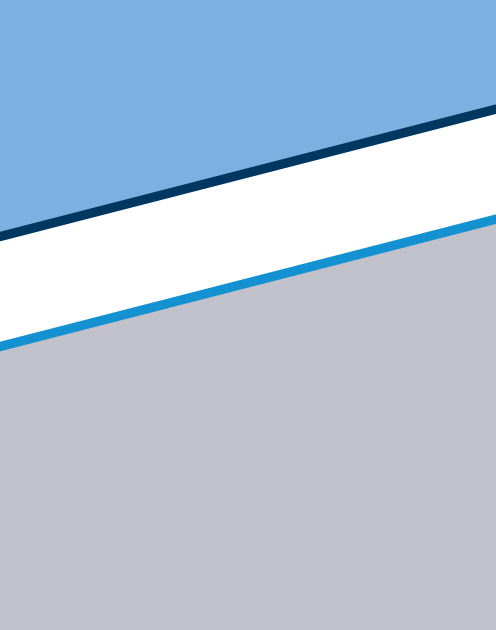
Data gravity – IoT, smart mobile device, and other data is increasingly **living** in the cloud

Not all clouds are alike

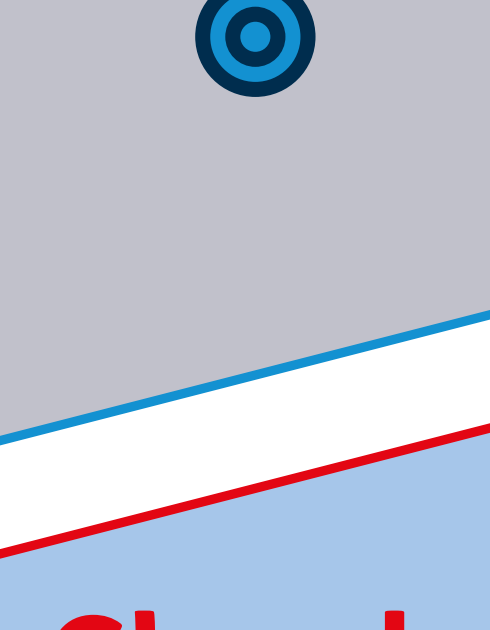


Infrastructure-as-a-Service (IaaS) requires your organization to manage and patch systems

Managed cloud services, such as Software-as-a-Service (SaaS) and Platform-as-a-Service (PaaS) are prescriptive approaches that allow your teams to focus on business challenges, not operation or deployment

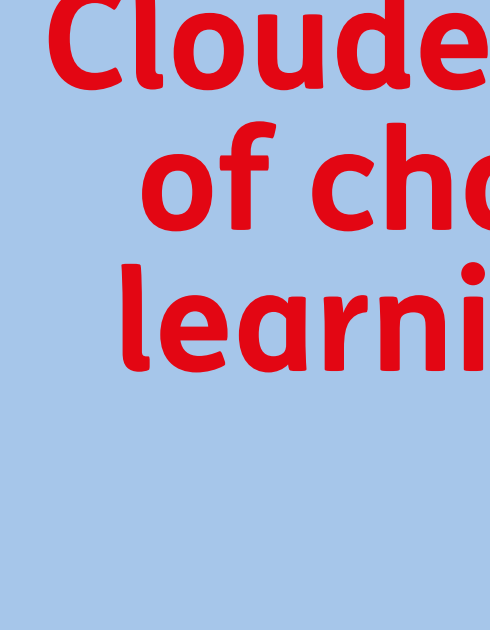
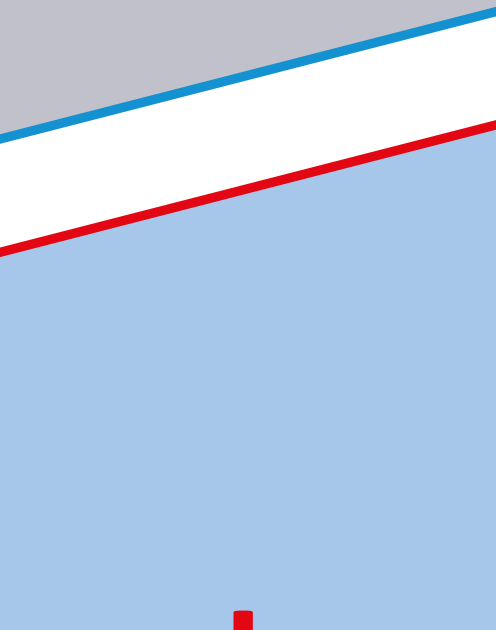


Enterprises demand choice



It is a hybrid world

By policy or need, some workloads will remain on premises



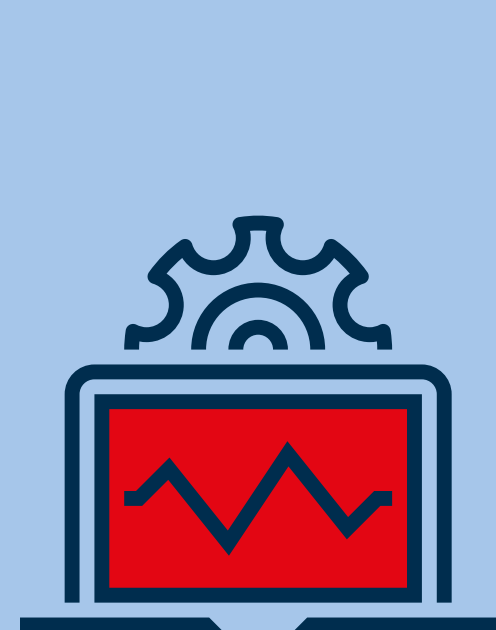
The cloud is highly economical for transient workloads where enterprises pay only for the workloads that they run

Cloudera offers freedom of choice for machine learning and analytics customers



Cloudera Enterprise is a machine learning and analytics platform for running a wide range of workloads, governed by a Shared Data Experience spanning on-premise data centers and the cloud

Cloudera offers a choice of options for running in the cloud



Cloudera Enterprise on Azure provides a broad-based platform for spanning multiple workloads

Cloudera Altus on Azure offers a jointly-engineered **managed** offering for highly tailored solutions addressing the needs for specific constituencies, starting with data engineering



For a free 30 day trial of Altus click here

(<https://www.cloudera.com/products/altus.html>)

