



Sponsored by: **MapR**

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Business Value Highlights

567%
five-year ROI

11 months
to payback

20x
more queries per organization

33%
higher productivity for data analytics teams

30%
higher productivity for impacted developers

85%
less unplanned downtime

57%
lower five-year cost of operations for data analytics platform

Taking a Short Path to Value: The Business Value of the MapR Data Platform

IDC OPINION

For over 10 years now, many organizations of all sizes have derived considerable benefit from concentrating large amounts of data in data lakes and creating a variety of applications that can perform analytics on that data. Often, however, the community open source Hadoop and its constellation of Apache projects have been found to form a hard-to-manage and cumbersome analytics environment. Some analytics are very difficult to perform with reasonable performance and scalability on Hadoop. This is due to a fundamental limitation of the platform: HDFS is an append-only sequential file system. This forces all analytic processes to read every record in order to do the job.

Various software vendors have provided enhancements and workarounds to address this problem, but despite these efforts, many, if not most, users today collect and curate their data on Hadoop but move it to other environments, such as object storage clusters with Spark, to do their analytics. Real-time streaming data may need to be moved to specialized data engines that support time series analysis.

All this data movement, and the operational details required, makes for complicated manual processes that are fraught with the possibility of human error and that increase the time interval between acquiring and curating the data and getting real value from the data. What can simplify this picture, enabling far less operational complexity and affording much lower time to value, is a data platform that can provide support for a range of analytics across diverse data types without messy and time-consuming data movement and transformation.

The MapR Data Platform is an example of such a platform. It was built with its foundation in a new filesystem which is compatible with the HDFS API but offers more. MapR was acquired in August of 2019 by HPE, where the MapR Data Platform serves as an important element of the HPE Container Platform. MapR Data Platform offers an alternative approach to large-scale data ingestion, curation, and analysis that is designed to be more scalable and cost effective than

the classic Hadoop approach or, indeed, any alternative approach. To explore the business value of the MapR Data Platform, IDC undertook a study that involved interviewing a variety of MapR customers to gauge their experiences.

IDC interviewed organizations that have deployed the MapR Data Platform to run business-critical data analytics activities. These MapR customers described using data to support business operations more effectively and efficiently, which they have leveraged along with much improved platform performance to develop new business-focused use cases for data and better serve existing customers. Overall, IDC's research demonstrates that study participants have significantly increased the value they realize with data using the MapR Data Platform, which will result in an estimated five-year ROI of 567% by:

- **Opening new opportunities for data analytics to support their businesses** by enabling far more queries and completing queries in much less time
- **Enabling data analytics teams** with real-time insights, more robust data, and visibility into operational data
- **Increasing revenue** by developing new data-based services and differentiating existing services through embedded analytics and functionality
- **Reducing operational risk** by minimizing platform outages and supporting robust compliance and antifraud activities
- **Providing a more cost-effective data analytics platform** by requiring less hardware, allowing for retirement of legacy solutions, and taking less staff time to operate and support