Data growth is exploding. As a result, organizations are looking for ways to better manage this valuable asset by scaling and optimizing existing data warehousing environments with Hadoop. The challenge in accomplishing this lies in a company’s inability to measure data utilization and determine the best placement based on usage.

Attunity Visibility is the only solution that provides detailed insight into how data is used and who is accessing it - providing insight into business activity, data usage and resource consumption.

Using Visibility you can:

- Rebalance data and workloads to the right platform, improving performance and reducing cost, by identifying unused data and resource intensive workloads
- Optimize multiple data delivery platforms with an integrated dashboard to diagnose and assess performance bottlenecks
- Manage data growth in your data warehouse and retire unused data, while managing data retention to ensure regulatory compliance

**Key Capabilities**

Attunity Visibility provides intelligence to identify the most expensive processing, transformations and unused data – all ideal candidates for Hadoop – and details on data access and usage. The results are better performance and lower cost.

**Business Challenges**

- Rapidly growing data volumes can exceed data warehouse capacity
- Loading of unnecessary data consumes valuable processing capacity, which drives up operational and capital expenses
- Lack of insight into identifying the appropriate workload and data to be offloaded or rebalanced

**What does Visibility provide?**

- A single view across multiple platforms including Teradata, Oracle Exadata, IBM DB2, IBM PureData (formerly Netezza) and Hadoop
- Ties users and application activity to data usage and performance metrics of data warehouses
- Continual collection, storage, and analysis of all queries and applications against data warehouses
- Correlation with data usage and workload performance metrics in a centralized repository that provides detailed usage and performance metrics for the entire data warehousing environment

**Key Benefits**

- Increase the value of technology & business investments and save on processing and storage costs by identifying data to offload
- Identify historical data that is typically archived and inaccessible
- Efficiently manage massive data assets to increase productivity and address dynamic business changes with analytics, while still meeting cost requirements
Business Impact

Enterprise data warehouse capacity is quickly being consumed by exploding data volumes, leading to performance degradation and costly upgrades. Surveys of data warehousing environments show that organizations often use 30 to 50 percent CPU processing capacity on both extract, load, and transform (ELT) as well as extract, transform, and load (ETL) workloads, with 30 to 70 percent of stored data infrequently used. Constrained data warehousing resources can force organizations into costly upgrades.

Visibility Solution Approach

» Monitor all activity on data warehouses to assess resource consuming ETL and analytical workloads
» Identify resource consuming transformations and queries that are candidates for offloading
» Find history of data used from large tables by analyzing calendar dates used in queries
» Identify repetitive and intensive workloads
» Discover unused and infrequently used data
» Diagnose performance bottlenecks based on data usage
» Assess usage of applications and data sets to prioritize remediation activities
» Fine tune and optimize data across platforms

The table above highlights the resource consumption to load and ingest data

Attunity Visibility

Customers Say:

“We now have unprecedented continuous end-to-end oversight into our Business Objects deployment, allowing us to manage our environment more effectively.”

- Steve Waters, VP Enterprise Business Intelligence, Union Bank

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About Attunity

Attunity Ltd. (NASDAQ: ATTU) is a leading provider of data optimization, automation and availability software solutions for efficient visibility, integration, and distribution of data across heterogeneous enterprise platforms and the cloud. More than 2,000 customers worldwide, including more than half of the Fortune 100 companies, rely on Attunity’s software to ensure their business-critical data is optimized and accessible when, where and how it is needed. More information can be found at www.attunity.com.

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