



Hadapt Interactive Query

Enabling the first interactive applications on Hadoop

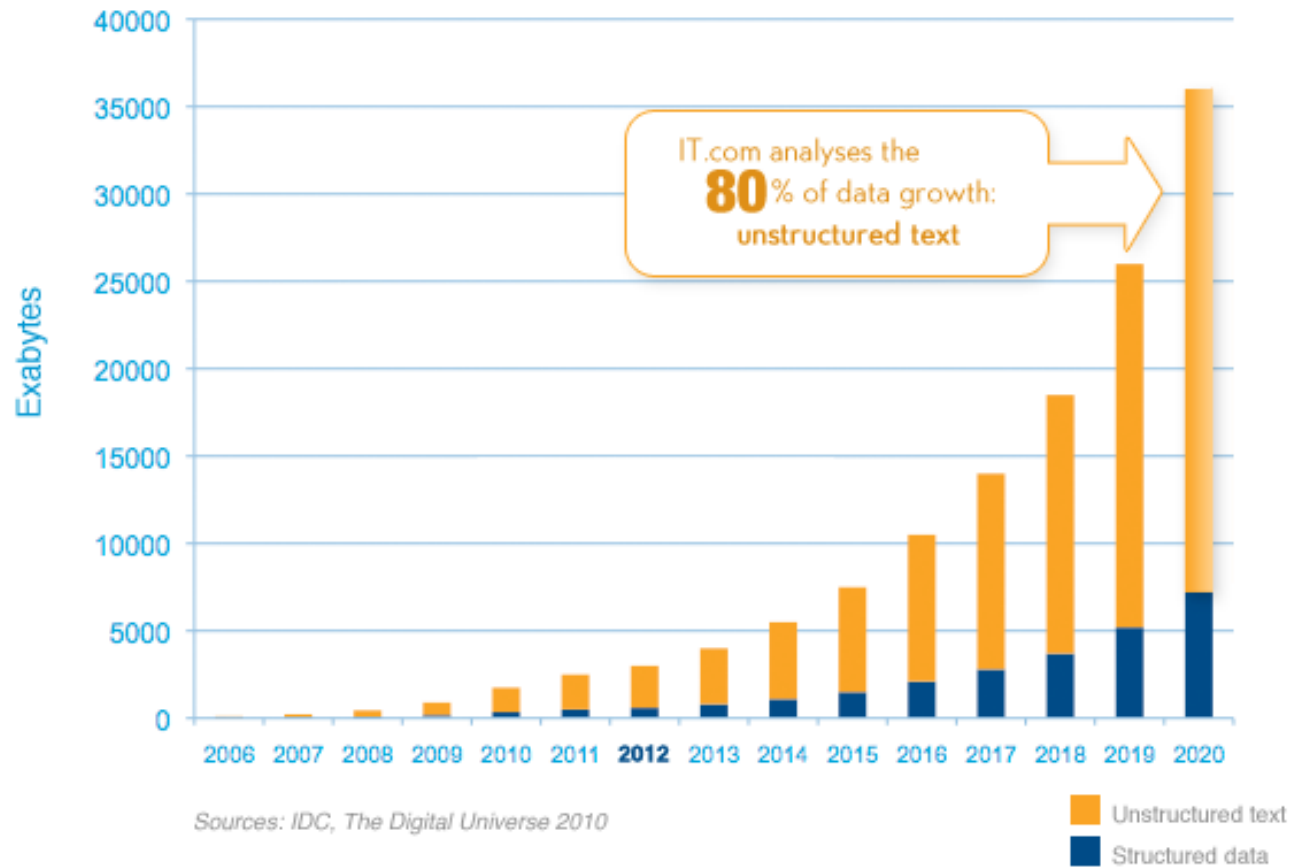
Company Snapshot



- Founded in July, 2010
- \$17M in Capital Raised from Bessemer, Norwest, and Atlas
- 40 people, based in Cambridge, MA
- Based on the HadoopDB research project in the Yale Computer Science Department by Daniel Abadi, et. al.
- Industry's only Big Data analytic platform natively integrating SQL with Apache Hadoop

The Winds of Change...

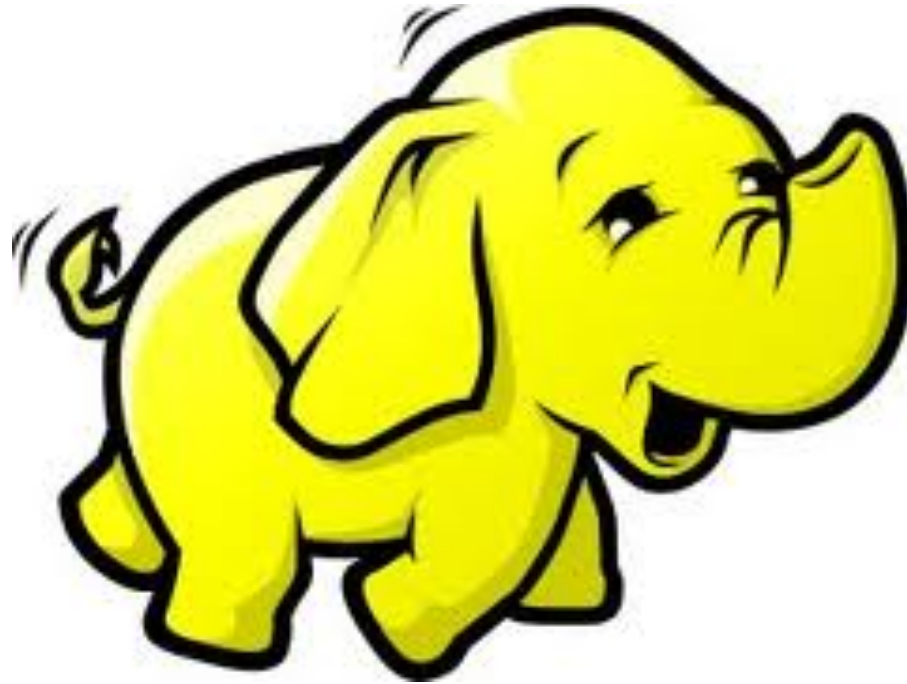
Worldwide Corporate Data Growth



Legacy Technologies Were Not Designed For The Requirements Of This New World

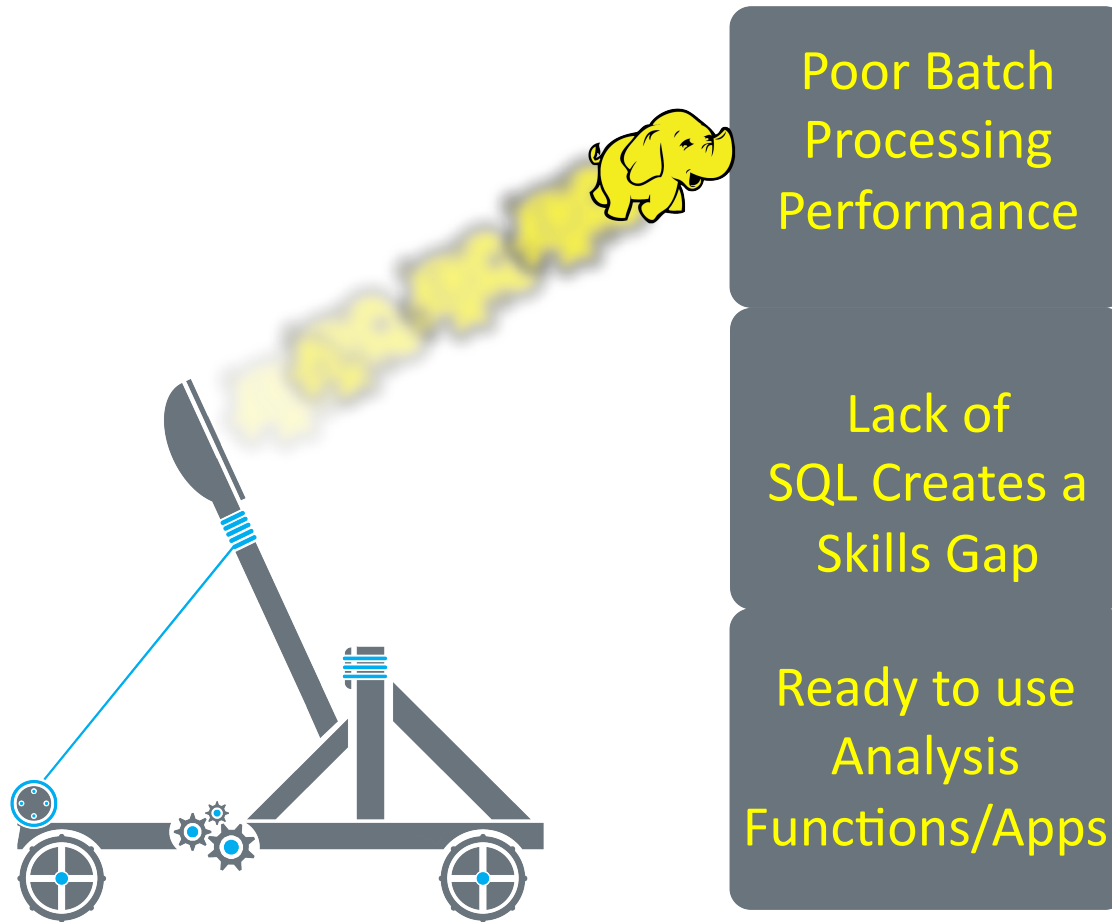
- Scalability
- Performance
- Total Cost of Ownership

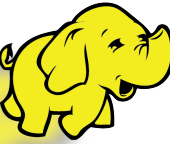
Enter Hadoop



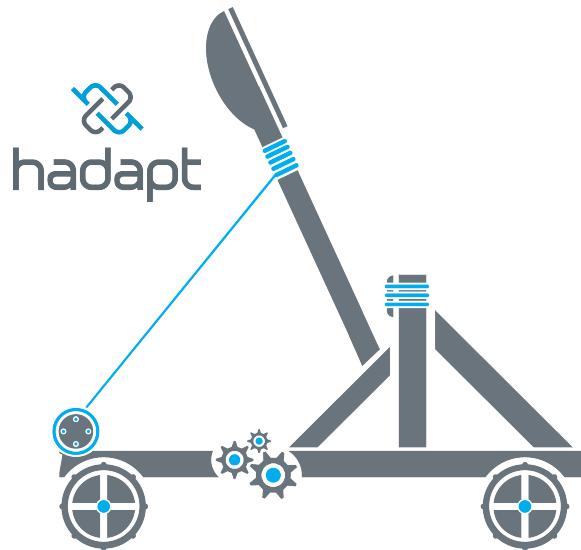
- Stop throwing data away
- Enable advanced analytics
- Save money in the process

What's standing in the Way of Hadoop Accelerating it's Way into Production?





What's standing in the Way of Hadoop Accelerating it's Way into Production?



Ready to use
Analysis
Functions/Apps

Lack of
SQL Creates a
Skills Gap

Poor Batch
Processing
Performance

Hadapt makes Hadoop **Fast and Accessible**

Accelerating Hadoop into Production Environments by:

- Making queries interactive
- Making it SQL friendly for off the shelf tools / applications
- Integrating advanced analytics packages from the Hadoop ecosystem via SQL
- Accelerating time to analysis while reducing complexities and cost

How Customers Benefit

Interactive App Use Cases

Financial Services Companies

E-Commerce/AdTech/Media Companies

