

Build Possibilities Ground in Trusted Data

Precisely & Cloudera



Overview

Making data-driven decisions has become increasingly complex for even the largest enterprises. A recent Forbes Insights Report found that 84 percent of CEOs do not trust the data they are basing decisions on, and with good reason, as another study published in Harvard Business Review found almost half (47 percent) of newly created data records have at least one critical error. To power better business decisions and produce better outcomes, you need solutions that break down data silos, build trust in that data, and enrich it with location and additional context.

Precisely and Cloudera help you move forward with confidence

Together, Precisely and Cloudera offer an end-to-end approach to making all enterprise data available in a single cloud environment for strategic projects such as analytics, AI and machine learning. The Precisely portfolio of data integration, data quality, location intelligence, and data enrichment products seamlessly delivers accurate, consistent data to the Cloudera Data Platform (CDP) so business initiatives can move forward with confidence.

Precisely provides native integration with CDP and can be deployed in the data center, public cloud, or multi-cloud hybrid CDP implementations. A “design once, deploy anywhere” approach to the integration and verification of data also enables IT users to simplify the design, execution, and building of data pipelines within CDP.

Benefits of using Precisely with the Cloudera Data Platform

For the Business

- Quickly access trusted data from across the organization for analytics, AI, and machine learning projects
- Enhance downstream projects with expertly curated, up-to-date business, location, and consumer data
- Leverage location information at scale in support of augmented analytics and AI

For IT

- Take a seamless approach to integrating, verifying, and enriching data with location and additional context in CDP
- Enhance performance and maintain platform security requirements with native Precisely integration with CDP
- Enable the business to access all enterprise data – including transaction data from mainframe and IBM i – within CDP
- Build data pipelines to CDP that power decision-making with real-time data delivery
- Meet tightening SLAs

Precisely portfolio overview

Precisely offers everything you need to maximize your Cloudera investment.

Integrate

Precisely helps you to connect the infrastructure you have today with CDP to unlock the potential of all your enterprise data. Regardless of whether the source of your data is a mainframe, IBM i server, on-premise database, or the cloud, Precisely's data integration products can capture, transform and replicate your data in real time to CDP.

Verify

Ensure that you understand your data and that it is accurate, consistent and complete for confident business decisions with Precisely data quality products. By natively leveraging the distributed architecture of CDP, you can standardize, cleanse, enrich, and match data at the highest scale.

Locate

Quickly analyze location-based data for enhanced and actionable business insights with Precisely location intelligence products. Quickly geo-enrich addresses with 9,000+ attributes. Perform fast and accurate geocoding, spatial-processing, and routing directly within CDP. And bring context to your business data and leverage location at scale in support of augmented analytics and AI.

Enrich

Help your organization power enhanced decision making with expertly curated, up-to-date business, location, and consumer data. Precisely offers over 400 datasets related to addresses, boundaries, demographics, points of interest, and streets that you can leverage to make stronger business decisions more efficiently.

By equipping your users with trusted data in CDP that is accurate, valid, and fit-for-purpose, Precisely enables you to fuel innovation and power decision-making at scale.

