

# Aster Data nCluster - Cloud Edition

## Big Data Management and Analytics On Demand

Aster Data nCluster Cloud Edition brings the Aster Data nCluster massively parallel data-application server to both the Amazon Web Services (AWS) and AppNexus platforms—giving you a choice. nCluster Cloud Edition is ideally suited to fully use the elasticity, scalability, and persistence of cloud computing.

Aster Data nCluster Cloud Edition provides a multi-terabyte-scale, cloud-based option for analytics-intensive applications, data warehousing, and ultra-fast analysts which lets you:

- Start your data-driven application, data warehouse, or business intelligence (BI) project quickly
- Scale easily from gigabytes to terabytes with no downtime
- Gain deeper insights to your data through SQL-MapReduce

## Start Quickly

Big data management projects don't have to cost a lot or take long to implement. nCluster Cloud Edition provides an easy approach to setting up a data management system on either AppNexus or Amazon's EC2 and Persistent Store platform. We can increase your speed to market—enabling you to provision nodes to nCluster Cloud Edition for data loading and ultra-fast analytics within hours.

## Scale Easily with No Downtime

Traditional data warehouses are expensive to operate due to costs for scaling, administration, tuning, and maintenance. Aster Data nCluster Cloud Edition changes all of that with the most manageable on-demand data management architecture built from the ground up for maximum resiliency and easy scaling. Live System Administration enables routine tasks to be performed while the system is online—without degradation of query performance. Even more, nCluster Cloud Edition is the only massively parallel processing (MPP) system that gives you Online Precision Scaling™—one-click provisioning to increase or decrease capacity or performance across functional tiers (query, loading, backup, etc.) independently to meet workload requirements.

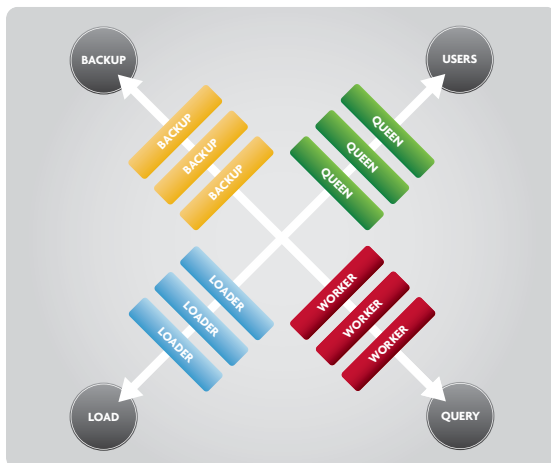


Figure 1: Online Precision Scaling lets you scale incrementally by function with zero downtime.

## Gain Deeper Insights with SQL-MapReduce

Companies who need to power data-driven applications such as recommendation engines, credit scoring, and fraud detection need more than simple SQL statements or reports. Aster Data provides the first-ever massively parallel data-application server in the cloud with Aster Data's SQL-MapReduce—a powerful parallel-processing framework for embedding application logic with data to accelerate data analysis and transformation. This combines the power and analytic expressiveness of MapReduce with the rich functionality and support of SQL—all in the cloud for on-demand, ultra-fast analytic applications.

## Quick Overview

Aster Data nCluster Cloud Edition is an on-demand offering of the Aster Data nCluster massively parallel data-application server which provides a terabyte-scale, on-demand option for big data management and analytics in the cloud.

## Key Benefits

- Save time with Aster Data's easy approach to scaling data management in the cloud
- Save money with pay-as-you-go licensing for the proven Aster Data nCluster massively parallel data-application server
- Gain faster, deeper insights to data and trends with SQL-MapReduce
- Grow (or shrink) your data analysis capacity when and how you need it
- Rest assured your data is available 24x7 with data replication algorithms and automated back-up

*“Aster Data nCluster Cloud Edition helps our business needs by providing cutting-edge SQL-MapReduce analytics. We're happy with the combination of Aster Data and Amazon Web Services along with the low cost of ownership.”*

Tim Schigel, CEO  
ShareThis





Figure 2: Intuitive browser-based system administration.

## Key Features

**Pay-As-You-Go** – No upfront hardware, administration, or data center costs. Turn on and off any time to align costs with demand.

**Online Fault Tolerance and Recovery** – Uninterrupted query servicing; backup data replicas immediately takeover if a cluster server becomes unavailable. In the event of a failure, the system can recover lost replicas or servers with no downtime.

**Visibility and Control** – Next-generation administration UI provides a browser-based, single-system interface to administrators.

**Maximum Resilience** – Built-in replication algorithms keep copies of data on local storage for higher performance and lower costs.

**Automated, Parallel Backup** – Fast, incremental, worry-free backup for increased reliability.

**Online Precision Scaling™** – One-click provisioning to increase or decrease capacity or performance across multiple functional tiers (query, loading, export, etc.) with zero down-time. Keep costs low by only adding or removing what you need, when you need it.

**Embedded Applications** – SQL-MapReduce (SQL-MR) embeds MapReduce parallel data processing inside nCluster, enabling push-down of procedural code and embedded applications right where the data is stored for ultra-fast data processing and analysis.

## Sign Up Today

Contact us at 1.888.Aster.Data (650.232.4400) or [info@asterdata.com](mailto:info@asterdata.com) to learn more or order Aster Data nCluster Cloud Edition.

## About Aster Data

Aster Data is a proven leader in big data management and big data analysis for data-driven applications. Aster Data's nCluster is the first MPP data warehouse architecture that allows applications to be fully embedded within the database engine to enable ultra-fast, deep analysis of massive data sets. Aster Data's unique "applications-within™" approach allows application logic to exist and execute with the data itself. Termed a "Massively Parallel Data-Application Server," Aster Data's solution effectively utilizes Aster's patent-pending SQL-MapReduce together with parallelized data processing and applications to address the big data challenge. Companies using Aster Data include Coremetrics, MySpace, comScore, Akamai, Full Tilt Poker, and ShareThis. Aster Data is headquartered in San Carlos, California and is backed by Sequoia Capital, JAFCO Ventures, IVP, and Cambrian Ventures, as well as industry visionaries including David Cheriton, Ron Conway, and Rajeev Motwani. For more information please visit <http://www.asterdata.com>, or call 1.888.Aster.Data.

## Technical Specifications

- **Drivers and APIs** – SQL, OLE DB, ADO.NET, ODBC, JDBC, Psycopg (Python)
- **SQL Standards** – ANSI SQL-92 compliant, with SQL-99 and SQL-03 extensions
- **BI Tools** – SAS, MicroStrategy, SAP Business Objects, IBM Cognos, Microsoft SQL Server Reporting Services (SSRS) and Analysis Services (SSAS), Pentaho, and JasperSoft
- **Hadoop Data Connector** – Two-way connector for rapid, parallel data transfer between Aster Data and Hadoop

*“The combination of Aster Data and AppNexus have empowered Didit to build a next-generation, data-rich media targeting environment where our selected clients can push the envelope in high-profit selective impression acquisition.”*

*Kevin Lee, Chairman, CEO, and Co-Founder*

