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Big Data Enabler Startups



John Edwards, Technology Journalist & Author
3/13/2013
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Big data's potential has just begun to be tapped, so it's not at all surprising that a growing number of startups are working on technologies that aim to help organizations use high-powered analytics to work smarter, faster, and better.

Hadoop Helpers

Karmasphere, for example, wants to help businesses use Hadoop more effectively. The Karmasphere Collaborative Analytics Workspace aims to give business analysts data science capabilities with the help of SQL and an automated big data workflow, including data ingestion, data cleansing, table provisioning, and running and scheduling queries in a self-service model without relying on IT. A social, web-based interface promises to allow anyone working with big data to collaborate and share resources quickly and easily.

Hadapt, meanwhile, is banking its future on a technology that unifies SQL and Hadoop, allowing users to analyze structured, unstructured, and multi-structured data on a single platform. The company's Adaptive Analytical Platform brings a native implementation of SQL to Hadoop, providing robust and scalable architecture, and a hybrid storage layer that incorporates a relational data store. Hadapt allows interactive SQL-based analysis of massive data sets while delivering interactive applications on Hadoop.

Spark offers an open-source cluster computing system that aims to speed data analytics. To make programs run faster, Spark provides primitives for in-memory cluster computing. A job can load data into memory and then repeatedly query it much more rapidly than with disk-based systems like Hadoop MapReduce, the company says. To speed programming, Spark provides APIs in Java, Scala, and Python. Users can also run Spark interactively from Scala and Python shells to rapidly query big datasets.

Putting Analytics to Work

Kontagent is focusing its efforts on mobile customer intelligence. The startup aims to help adopters create experiences that are meaningful and memorable to on-the-go customers. A set of SaaS offerings are designed to optimize mobile user acquisition, engagement, loyalty, and monetization across multiple platforms, as well as gain the data-driven insights necessary to generate higher customer value in social applications.

Metamarkets, meanwhile, promises to reveal the insights hidden within massive data streams in real-time, helping users make timely, informed decisions. The company provides out-of-the-box statistical models for trend spotting, anomaly detection, and other key tasks, allowing business users who aren't data scientists to achieve actionable big data-driven insights. The offering Metamarkets promises enables users to converse with their data in a natural way, explore information in different ways, and get answers quickly. Metamarkets is even optimized to run on popular mobile devices, such as the iPhone and iPad.

DeepField has developed software -- targeted at network operators -- that creates a network "cloud genome," including all of the complex relationships and interdependencies between a network operator's own gear, pipes, and applications, as well as services purchased from external providers.

The software continuously maps millions of Internet services to discover the components and physical infrastructure underlying websites and services. The product uses virtual machines rather than physical appliances to gather information about a network's traffic patterns, an approach that's typically less

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approach to gather information about a network's name patterns, an approach that's typically less expensive and easier to scale.

Final Thought

Startups come and eventually go, mostly due to financial failure or acquisition. A few startups, however, will grow into major players within their niche sectors.

How will the big data startups described above fare? Only the market knows, and it has yet to speak.

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— John Edwards, *Technology Journalist*

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UKjontech, User Rank: Bit Player
3/31/2013 | 3:41:53 PM

Re: Big Data Enabler Startups

Some really interesting companies listed here to be keeping tabs on thanks for sharing. I think we will continue to see an explosion of companies offering BD services I the next few years which should hopefully continue to drive the industry forward.

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Saul Sherry, User Rank: Blogger
3/20/2013 | 5:29:26 AM

Re: Big Data Enabler Startups

So displaying a real understanding of business needs will probably place them in good stead... thinking of adaptable types, who can get their minds around different models, put themselves in the shoes of which ever department are bringing them on...

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Saul Sherry, User Rank: Blogger
3/18/2013 | 6:04:07 AM

Re: Another side of the startup

@mharden - a large part of the battle will be fighting through the hype and noise that currently swirls around big data too... a lot of 'I'll just pay the guys i already have to do this' mentality.

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mharden, User Rank: Exabyte Executive
3/16/2013 | 8:40:35 AM

Re: Another side of the startup

Spot on with your thoughts Saul. In order to redirect funds to these startups they must provide strong evidence that there services will provide real tangible value. I think the bigger challenges are for companies to understand the analytic concepts and how to operationalize analytics to help drive continous value.

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Saul Sherry, User Rank: Blogger
3/14/2013 | 2:56:06 PM

Re: Another side of the startup

@James, now that's something we're seeing a lot of, a grasp on SQL being translated into use of the full big data toolset... it's obviously seen from a base level up. As we know, Pig (as well as being famed for being able to 'eat' everything) is there to make the process simpler for those not too comfortable with Mapping and Reducing themselves.

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But can these tools come close to seeing behind the scenes and knowing how it all works. Are we just encouraging another DOS vs WYSIWYG talent gap?

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MDMConsult, User Rank: Exabyte Executive
3/14/2013 | 1:33:06 PM

Re: Big Data Enabler Startups

Would support that the product is the focus. To stay ahead of competitors the start up should be able to meet the demand in the right way whether by the internal company objectives or being ahead of the overall growing market, better than rivals.

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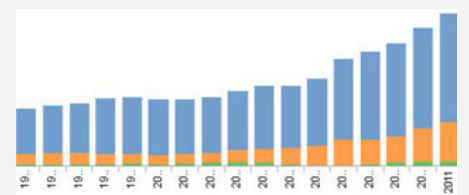
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James Robinson, User Rank: Blogger
3/14/2013 | 5:44:18 AM

Re: Another side of the startup

Great rundown, one more startup I'd add to the Hadoop helpers is Mortar Data, it's more focussed on people who have knowledge of scripting languages like Python than those who use SQL. They have some impressive clients and quite a bit of funding.

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Saul Sherry, User Rank: Blogger
3/14/2013 | 4:35:50 AM

Re: Another side of the startup

It's a case of finding proof first for those organisations which haven't so far taken BI, analytics seriously. Whereas those with a pedigree in analytics, I'm not so sure. The offerings from start ups like these would have to be seriously different to divert funds from a training/recruitment schedule.

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Saul Sherry, User Rank: Blogger
3/14/2013 | 4:31:54 AM

Re: Big Data Enabler Startups

so what will be the key to buy in there MDMconsult? Would a single case study which pragmatically showed them helping a business outweigh marketing material which shows them to understand the strains (resources, departmental, ROI) on a modern business?

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MDMConsult, User Rank: Exabyte Executive
3/13/2013 | 2:13:38 PM

Big Data Enabler Startups

Enterprises would further invest if the companies are able to meet organization's objectives and today, be able to drive "real" business decisions. Startups and its founders have to be strong in product management and deal early with customers

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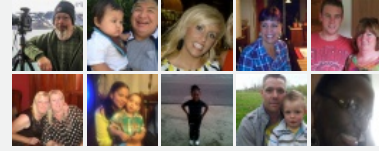
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