

ANZOQ Modern Data Discovery & Integration Platform for the Enterprise Data Fabric

Anzo is a modern data discovery and integration platform that lets anyone find, connect, and blend any enterprise data into analytics-ready datasets.

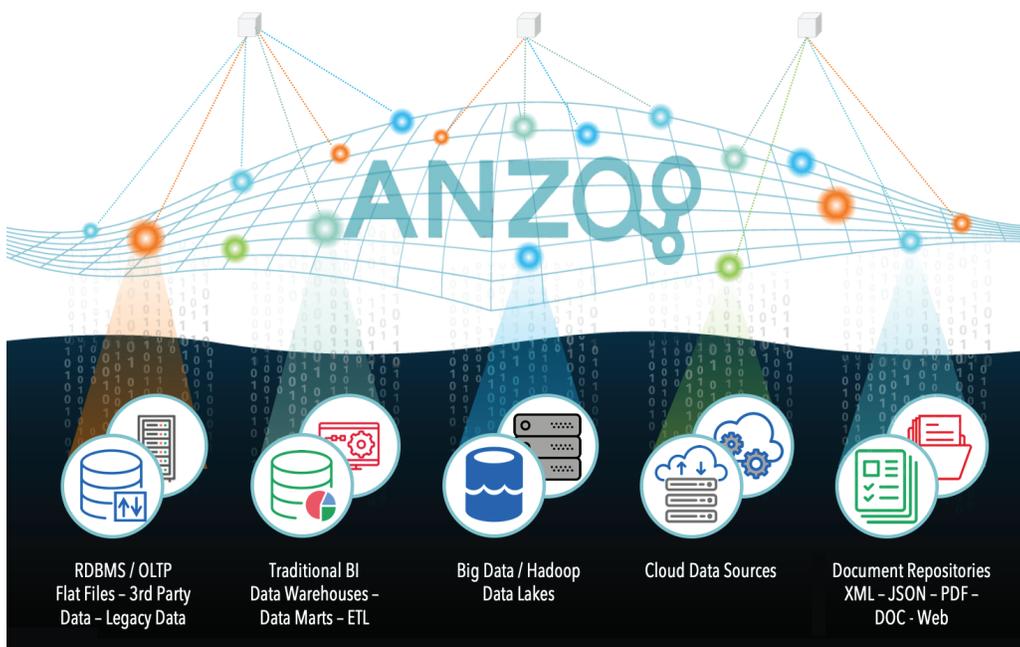
Anzo enables managers and workers to ask any question against any data across the enterprise. Unlike other data discovery and integration tools, Anzo applies a semantic, graph-based data fabric layer over your data infrastructure, capturing the real-world meaning of all your data sources – structured and unstructured alike. Anzo then connects your data into blended, harmonized views at massive enterprise scale, eliminating data silos and enabling exciting new levels of business insight on demand.

Anzo's unique use of semantics and graph data models makes it practical for the first time for virtually anyone in your organization – from skilled data scientists to novice business users – to drive the data discovery and integration process and build their own analytics-ready data sets, with enterprise-scale data governance and security.

With Anzo, companies can make more of their enterprise data available to business users to fuel pervasive analytics and digital transformation. Citizen data scientists and business analysts can now explore your enterprise data with ad hoc and/or pre-defined or questions, blend data across previously siloed platforms and build bespoke, analytics-ready datasets in minutes – all without IT help or specialized technical or data skills.

Anzo uses the power of semantics and graph data models to:

- Map your enterprise data to document its location, content, and contextual business meaning
- Expose connections between datasets
- Enable rapid visual data exploration and discovery
- Empower knowledge workers to find, understand, blend and analyze enterprise data on demand



Anzo in Action: Key Use Cases

Global industry leading organizations rely on Anzo for modern data management that enables new, breakthrough business insights, while providing the technical agility essential to effectively manage today's explosive data growth:

Customer 360. Build a comprehensive view of customer interaction across channels to optimize customer insight, offers, revenue, and service

Accelerate R&D. Link data related to specific compounds, materials, or products so existing research and knowledge can be effectively used to accelerate product development and innovation

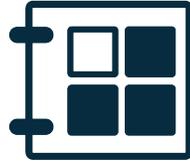
Fraud Detection. Find relationships and patterns of activity across entities, accounts and assets to identify anomalies and potential fraud signals

Optimize Clinical Care. Give providers integrated information about available treatments, medications, and research to improve patient care and outcomes

Syndicate Data Sources. Combine publicly available datasets (e.g., legal cases, deeds, census data) to simplify search and access to public information

Integrated View of Complex Business. Provide business users with a single view of the business spanning siloed operating groups or merged entities

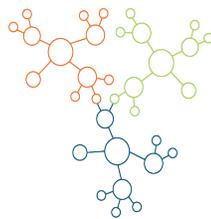
Anzo transforms your original, raw data sources into fit for purpose, analytics-ready data in four primary steps:



1. On-board existing data sources. Built-in data pipelines and automatically generated Scala code connect to structured/semi-structured data sources such as RDBMS, CSV, XML and JSON. Natural language processing (NLP) is used to find and extract data from unstructured content (e.g., PDF, DOC, TXT). Anzo again auto-generates Scala code to translate newly on-boarded data into resource description framework (RDF) format, cataloging the location, models, transformations, lineage and security of all on-boarded data.



2. Map data into business-friendly semantic graph models, to combine on-boarded datasets based on business meaning. Unlike traditional data models which require defining all data joins in advance in a single, universally agreed-upon schema, Anzo graph models flexibly capture the business meaning of all data using the everyday terms and relationships understood by users, to easily identify the data they want to blend and utilize for business-oriented analytics. Anzo also supports OWL, an open data standard modeling language used to create ontology graph models.



3. Blend multiple datasets into unified, fit for purpose data. Anzo can combine and align any cataloged data with its business models, as well as apply data cleansing and/or transformation steps for consistent harmonizing of data at enterprise scale. Unlike traditional data tools that must generate multiple new copies of data to execute rigid ETL processes requiring manual SQL and other coding, Anzo models and manipulates massive datasets in seconds. This breakthrough performance is made possible through Anzo's embedded graph database and in-memory massively parallel processing (MPP) query engine, rapidly loading data into memory and performing multiple data blending activities in seconds.



4. Access, analyze and visually explore blended data with your tools of choice. Anzo lets users easily "pivot" their data exploration and ask entirely new questions without having to reengineer a traditional rigid data schema to accommodate unanticipated lines of inquiry. Users can access and query desired data natively within Anzo through its Hi-Res Analytics module in native graph format, or export data for use with external tools such as R, Tableau and TIBCO Spotfire, using OData or REST endpoints.