

# TOP 10 REASONS — DELL EMC FOR HADOOP

To compete in today's business environment, you need data analytics. Meet digital business challenges head on and achieve success with Dell EMC analytics solutions, services, and technology.

## 1 FOCUS MORE ON BUSINESS OUTCOMES

Dell EMC data analytics encompasses data protection, security, validated solutions, software, servers, storage, services, and strategic partnerships to help you focus more on business outcomes and less on infrastructure concerns.

## 2 DESIGN THE BEST ANALYTICS FOR YOUR BUSINESS

The value of big data lies in its ability to predict future outcomes to help you make smarter decisions. Work with Dell EMC Services to identify the best analytics case for your business, and get you on the road to results.

## 3 UNDERSTAND THE VALUE OF YOUR DATA

Dell EMC Isilon is the #1 scale-out NAS system that simplifies data consolidation, making it easier to see your data as an asset.

## 4 TRANSFORM DATA INTO ACTIONABLE INSIGHTS

Dell EMC Analytic Insights Module is a self-service analytics experience for transforming data into actionable insights that deliver high business value.

## 5 ACCELERATE TIME TO INSIGHTS

Dell EMC's Blueprint Solutions for data analytics are integrated solutions that accelerate time to insights and reduce demand on internal resources for design, testing, deployment, and maintenance.

## 6 REDUCE TIME AND EFFORT IN DATA MOVEMENT

Dell EMC Isilon enables in-place analytics, reducing the time and effort involved in data movement.

## 7 BUILD, INTEGRATE, PERFORM, AND IMPLEMENT YOUR SOLUTION

Dell EMC data scientists and architects ensure your success by helping to build your analytics models, integrate your data sources, perform advanced analytics, and implement your analytics solution into production.

## 8 ACHIEVE SUCCESS SOONER

Working with industry-leading analytics software partners, our Blueprint Solutions for data analytics are optimized with combinations of Dell EMC PowerEdge servers, storage and networking to deliver performance and stability.

## 9 GET A SINGLE VIEW OF ALL YOUR DATA

Dell EMC Analytic Insights Module gives you a single view of all your data, supporting the reuse of trusted data across the organization.

## 10 EXCEED YOUR BUSINESS GOALS

The Dell EMC portfolio encompasses so much more than infrastructure. We strive to make you successful and help you exceed your business goals.

Want to learn more about how Dell EMC can help you? Visit [dell EMC.com/bigdata](http://dell EMC.com/bigdata).