# Dell EMC expands Hadoop choices with a new Hortonworks offering

By Armando Acosta

Customers continue to hear about the digital transformation and the effect it will have on their business. The digital transformation is causing churn, uncertainty and disruption for many business leaders, who must act as the pressure is increasing from all directions. Big data and analytics will be at the core to enable this transformation, and Hadoop is a foundational component of a big data and analytics solution stack.

While the Hadoop platform offers unique value for organizations seeking to capitalize on big data, it can be a challenge to implement. At Dell EMC, we give you the option to buy your Hadoop ecosystem or build it out yourself. We recognize that the upfront work to build it yourself can be time-consuming and labor intensive. One way we help is to address those challenges by providing certified Hadoop solutions and the expertise needed to accelerate your time to value.

In addition, the Dell EMC approach to Hadoop solutions recognizes that organizations considering big data and analytics solutions like to have a choice of technologies and the assurance of proven, validated configurations. That's the idea behind Dell EMC solutions for big data and analytics.

The growing Dell EMC portfolio includes a new tested, validated solution for the Hortonworks distribution of Apache Hadoop. This solution brings together all of the components of a robust Hadoop DAS environment based on Hortonworks software, Dell EMC PowerEdge™ R730xd servers and Dell Networking. Dell EMC does all the hard upfront work, allowing your organization to focus on putting Hadoop to work to enable deeper insights and enhanced data-driven decision making.

The newly released solution helps your team simplify and accelerate the design and implementation of a trusted Hortonworks Hadoop environment — so you can start realizing business value much faster. Along with this proven architecture, Dell EMC provides the guidance and know-how you need to build a Hadoop cluster from bare metal hardware.

Dell EMC also offers validated configurations that pair the Hortonworks platform with Dell EMC Isilon scale-out network-attached storage systems, for massively scalable big data storage with robust analytics, and the Pivotal Greenplum™ database for analytics-optimized SQL on structured data. And, of course, Dell EMC also has several offerings that incorporate the Cloudera distribution of Hadoop, ranging from preconfigured plug-and-play appliances to validated and engineered solutions.

You can test drive any of these offerings in a Dell EMC Customer Solution Center. These state-of-the-art technical labs enable Dell EMC customers to explore, architect, validate and build solutions, from the data center to the edge of the network, to drive toward targeted business outcomes.

Take a closer look at the offerings in the Dell EMC portfolio at Dell.com/Hadoop and EMC.com/BigData.

*Armando Acosta is the Hadoop planning and product manager at Dell.*