

# DATAOPS: LET YOUR DATA REACH ITS FULL POTENTIAL

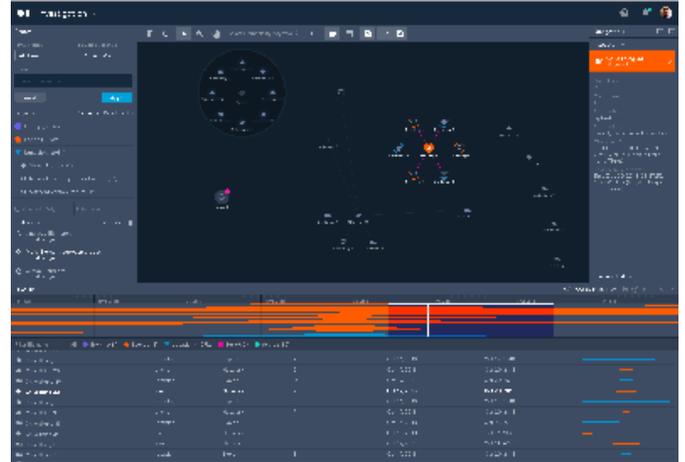
*As enterprises expect more from their data, simply collecting it isn't enough.*

## THE CHALLENGE

As the data operations manager of any data-driven enterprise will tell you, your data is only as good as the tools you use to collect and analyze it. Even then, it must be able to drive an action that will in some way translate to greater operational efficiency and higher profitability.

In practice, extracting this type of business value from large volumes of data is often complex and time-consuming. Enterprises rely on expensive big data platforms to collect data from a variety of sources and pipelines. However, while big data platforms do a great job of collecting data, it's historical data only, which ends up in disparate silos across an enterprise, making it difficult to share and create meaningful connections. And, while enterprises still need historical data for analysis, they also need fast-moving real-time data to completely answer a query. Unfortunately, big data platforms are unable to merge both, effectively resulting in incomplete answers.

Big data platforms are hardly known for their analysis capabilities. They're limited in their ability to apply sufficient context or intelligence to the



collected historical data so that it can be used to its full potential.

It's important to point out that big data platforms were built to be data-collecting workhorses, not analysis rock stars. But enterprises should understand that collecting is only the first step in deriving business value from data.

With this in mind, enterprises are discovering the value of DataOps, the methodology that aligns management of data with the goals intended for that data. Just as DevOps improves coordination between developers and the operations team, DataOps connects everyone who handles data. It democratizes data, breaking down system and team silos and automating data infrastructure. The result is data from disparate sources and pipelines delivered at the "speed of need," shared across teams and departments.

Applying AI to DataOps provides a path forward to creating a data insights-driven enterprise. So, while DataOps breaks down the barriers to accelerated data-sharing across an enterprise, AI ensures connections are made with that data — both historical and real-time data — and sets it up so that actions can be taken to move the ball forward.

- 10 Terabyte Infrastructure ready for use in 5 days
- Overall cost and expected TCO much lower than alternative solution

## The Gemini Data Solution

### Driving Business Success Through Intelligent Data Analysis

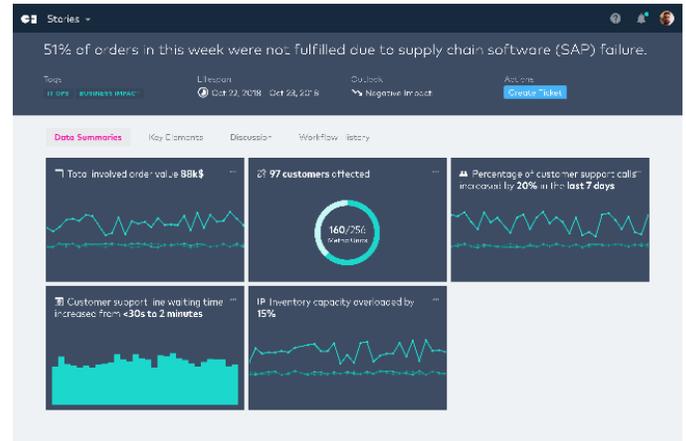
Gemini understands that data's true value can only be realized if made more accessible and usable — more precisely, accessible by data operators like system administrators, security and compliance departments, and DBAs; and usable for analysis by data consumers like developers, testers, data scientists and analysts.

With this in mind, Gemini's unified Autonomous Data Cloud (ADC) approach to DataOps comprises three core components:

**Unify.** Data trapped in silos is difficult to share and derive insights. Moreover, managing a number of complex systems in which data resides can be costly and time-consuming. Gemini converges an enterprise's systems and silos into a unified, automated platform so that queries run across an organization's entire volume of data. Gemini is optimized for AI and machine learning to provide deeper, more intelligent and context-sensitive data analysis. The platform also includes Zero Trust network optimization for maximum enterprise data security.

**Connect.** Competing solutions require enterprises to move their data to a proprietary platform, which locks you in and limits analytical agility. Gemini is flexible enough so an enterprise's data can stay put, or move to Gemini or another platform with an open-standards architecture. No matter where the data resides, enterprises retain the benefits of seamless AI-powered analysis across multiple enterprise data sets, and a single microservices architecture for all data or platforms with kernel-level separation.

**Analyze.** Data's value is greatest when taken as a whole — both historical and real-time — and



analyzed in context. Gemini users benefit from AI-driven analysis, providing a more complete answer to a specific query. Then, Gemini takes it to the next level, making raw data — historically translated and understood only by data scientists and analysts — more consumable to everyday users. These "Gemini Stories" present AI-driven, analyzed data in a graphic form, and suggest actions to move a finding or issue forward.

### Summary — The Gemini Solution

In a world where the ability to acquire more data is a competitive advantage, enterprises understand the critical role played by their big data platform. But deploying a big data platform to collect data is only the first step. To come out on top, enterprises must be able to extract meaning from the whole of their data, and make it consumable and actionable to a range of people across the enterprise.

With its ADC, Gemini empowers enterprises to better utilize their data today, so that they're well-positioned for the future.

### Next Steps

To learn more about how Gemini can add firepower to your DataOps initiatives, please contact your Gemini account executive.

