AuriQ Essentia–Big Log Data Processing at 100x Speeds
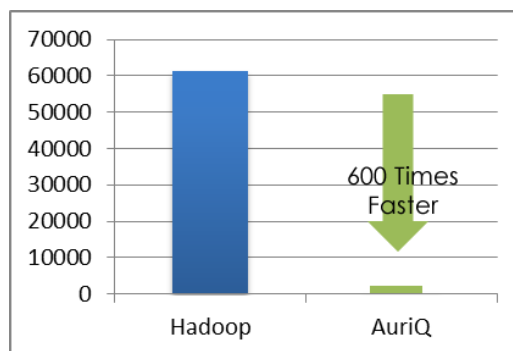
AURIQ

AuriQ Essentia is a brand-new specialized data processing engine that *can analyze **big log data** more than **100 times faster** than typical Hadoop based systems.* This enables significantly faster turnaround time on complex, big log data analysis.

Innovative technology from AuriQ dramatically increases processing speeds and simplifies the task of working with unstructured data. By speeding up the process, AuriQ Essentia turns unstructured data from multiple sources into actionable business intelligence.

How Does AuriQ Essentia Stack Up?

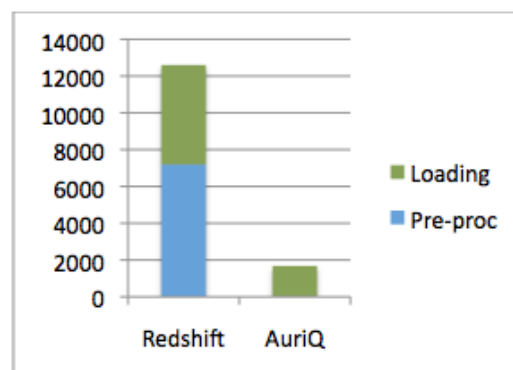Query processing comparison of AuriQ Essentia vs Hadoop

Running complex query against the same data set of 1 TB of raw log data

Hadoop = 61200 seconds (approx. 17 hrs)

Essentia = 100 seconds (approx. 2 min)

ETL processing comparison of Essentia vs Amazon Redshift

Extract, transform and load process performance against the same data set of 1 TB of raw log data

Redshift = 12600 seconds (approx. 3.5 hrs)

Essentia = 1680 seconds (approx. 28 min)

ETL is performed directly on raw data files including compressed files, bypassing time-consuming decompression, cleansing and loading. We achieve blazing fast ad hoc query analysis by processing the data in memory instead of on disk. Parallelization makes it possible to quickly scale out by simply adding nodes. Processing can be done in batch or streamed via API to achieve near real-time analysis. Visualizations for insightful review can be quickly developed using a wide range of tools.

AuriQ Essentia, run on Amazon AWS cloud infrastructure, offers unlimited scalability. No physical hardware need be purchased or maintained.

Usage includes, but is not limited to:

1. Multi-channel attribution analysis for advertisers and agencies to help unwind the complexity of the customer journey and assign the correct attribution scores for all campaign touch points.

2. User segmentation and cluster modeling - by applying segmentation parameters such as specific ads, media types, geographic location, or conversions against the data stored in the BLPS data cube, it can identify unique clusters of users. Analyze the common threads that tie populations of users together and leverage that information to better target specific user segments.

3. Blending and joining multiple log files from different sources into one unified data set for further analysis.

Is Essentia a good fit for you? Some key questions to ask:

- Is "data explosion" an important concern?

- Do you want to analyze extremely large volumes of log data?

- Are you interested in advanced analytics such as attribution or other analyses that require complex query processing? Essentia is extremely fast at processing complex queries on big log data.

If Essentia is right for you, then getting started is as easy as

1. Calling us for a free consultation.

2. Upload your big data to AWS.

3. Specify what type of analysis you want performed

AuriQ Essentia will cleanse and crunch your data, and output the results in a format ready to import into Excel, Qlikview, Tableau, or other BI tools.

Call today to learn how AuriQ Essentia can help with your data analysis needs.

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