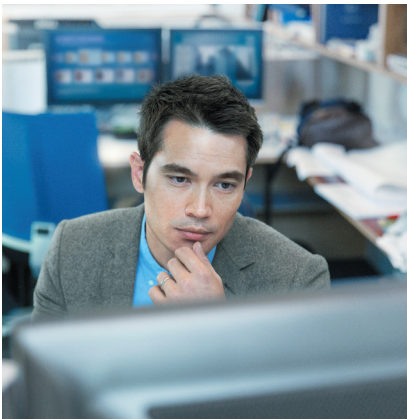


# Intenzz delivers quick, slick, real time data analysis with Intel® technology

Intenzz supports its customers around the world with CDH\* on the Intel® Xeon® processor E7 family



"CDH\* is optimized to run on Intel® Xeon® processors, and the combination of SAP HANA\*, Cloudera\* software and Intel® processors working together gives us the power and flexibility to offer our customers secure and reliable real time big data analytics."

*Dr. Tamas Szirtes,  
Director, Innovation and Technology,  
Intenzz*

## Company

Intenzz is a Netherlands-based Special Expertise Partner of SAP\* software that provides global IT consultancy and engineering support. It focuses on enabling customers to access data in real time, developing tailored apps that track specific business variables. The company supports customers with proofs of concepts and implementations, particularly for real-time data platforms such as SAP HANA\*.

## Challenge

Big data repositories often contain lots of sensitive information. Intenzz needed to manage large amounts of data and boost data security, since a data breach could be catastrophic. Intenzz wants to keep pushing boundaries, offering its customers new solutions and providing real-time, data-based insights to support faster decision-making. In doing so, it aims to help solve some customer challenges such as increasing productivity.

## Solution

CDH\* is Cloudera's distribution including Apache Hadoop\*. Intenzz tested CDH together with SAP HANA on Intel® Xeon® processor E7-4880 v2 product family. Intel Xeon processors provide significantly better bandwidth than Intenzz experienced on its previous system, based on running its own equivalent internal tests. Now Intenzz can process big data more quickly and reliably. The company also made use of Cloudera Manager\* for efficient software control. "Now that CDH outperforms other distributions because of its optimization for the Intel Xeon processor, we see that as the most preferable option in terms of both functionality and performance," said Dr. Tamas Szirtes, director of innovation and technology for Intenzz.

## Benefits

"We see the business value of Cloudera as a big data pool, or cold storage, in combination with SAP HANA. This combination, optimized for Intel hardware, offers us the unique capability to handle an extremely large amount of data with real-time access," said Szirtes. "In our internal tests we have discovered that the current version of CDH is 30 times faster on the latest generation of Intel Xeon processors, solid-state drives, and 10GbE networking compared to the previous generation of the hardware. Disaster recovery, health checks and access control configurations are also differentiating factors which made us commit to Cloudera. Our business is growing fast across Europe, so having an outstanding and reliable big data solution like this will help us to grow even further."

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