

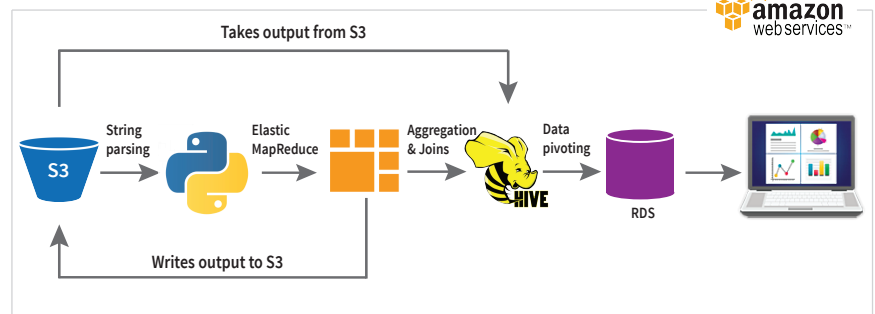


Simple, scalable, and cost effective platform for extracting business critical information from log data.

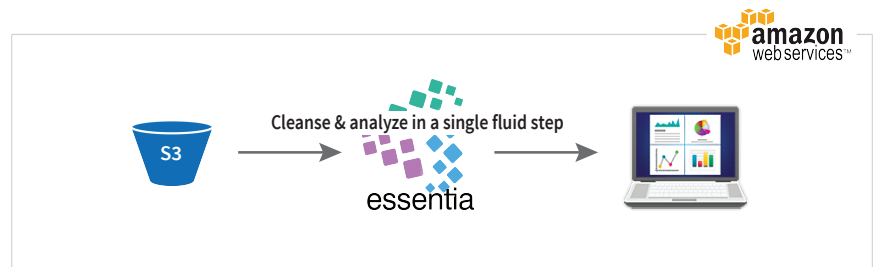
### AuriQ Essentia: Highlights

- ▶ Log manager quickly sorts and categorizes data, simplifying further processing.
- ▶ Data streamer allows you to process directly from compressed files.
- ▶ On the fly ETL cleans your data, subject to conditions you control.
- ▶ In memory solution which allows you to analyze data either as a traditional database or under the map/reduce paradigm.
- ▶ Easy to scale using the Amazon Web Services (AWS) infrastructure.

Traditional log processing and analysis is currently an incremental process with numerous discrete steps handled by multiple solutions.



With Essentia, all these steps are handled as a single, continuous fluid-step, allowing you to simplify and accelerate the process of analyzing text-based logs for business insights.



### Easy to use and cloud based

Essentia is a cloud based solution that runs on the Amazon Web Services platform. It is a revolutionary new technology that gets you from daunting data overload to actionable business intelligence. Process Terabytes, even Petabytes, of log data quicker and at a lower cost than other tools currently on the market.

### Core components include:

#### Log Management

Essentia log manager is a simple way to fetch, store and manage your log files. With it, you can also scan, categorize and view the contents of your logs while in its original compressed format.

#### Preprocessor

Essentia Preprocessor is a module that runs on the Essentia Platform. It is a specialized tool that can perform complicated ETL (extract, transform, load) actions on any type of log file.

#### Analyzer

The Essentia Log Analyzer is a powerful tool for deep analysis of log based data. The highly efficient, highly parallel, in memory log processing engine enables incredibly fast results for performing complex queries.



### Flexible Integration with Existing Tools and Processes

AuriQ Essentia can be employed in a variety of use cases depending on your needs:

#### As a Preprocessor

AuriQ Essentia can be used as an efficient preprocessor for high volume log files. In many cases, the biggest bottleneck to processing log data is the application of ETL (Extract, Transform, Load) in preparation for data upload. Optimized preprocessing tools can cleanse, normalize and load the log data into a traditional relational database management system or a Hadoop Distributed File System.

#### As a Complementary Tool

The modular architecture of AuriQ Essentia makes it easy to utilize specific tools within the platform, from ETL to aggregation to format conversion (gzip / lzo / zip) to the application of complex query analysis. Each feature can be used on it's own. APIs allow to import and export data into other applications, and automation tools provide easy scheduling of recurring processes.

#### As a Complete Solution

When log files are the primary source of big data for your organization, AuriQ Essentia is an ideal alternative to running a Hadoop cluster. It eliminates the high overhead requirements as well as the need for specialized expertise to operate and maintain. In most cases, customers who have switched to AuriQ Essentia pay one-tenth the monthly costs of operating a typical Hadoop system.

### Services

#### Support

We offer Email support for most questions regarding Essentia usage. In addition, we have online documentation and report samples. For customers in need of greater levels of support, we offer Premium and Enterprise level support for a reasonable monthly fee.

#### Consulting

Our team of dedicated data scientists, programmers and designers are ready to take on any level of consulting project to help you get the maximum from your data and Essentia including:

- Data Modeling
- Custom Module Development
- Visualization
- Integration

#### Get your Free Essentia Account

Sign-up is free and easy. Try all the features of Essentia Platform free for 30 days. If you want to speak to us before starting, our account managers are ready to answer any of your questions.

### Benchmarks

#### Media Overlap Analysis

We recently ran benchmark tests against real client data to find the most popular pair of sites in a customer journey ( i.e. count of users who visited siteA and siteB, or siteC and siteF). This is a measure of 'media overlap' and is used to gauge how customers are exposed to a particular brand or advertisement.

We ran this analysis using two very popular big data solutions, Hadoop and Redshift, as well as with Essentia.

#### Results:

Comparing end to end time including load, processing and analysis, Essentia was 30x faster than Hadoop and 28x faster than Redshift in our tests.

