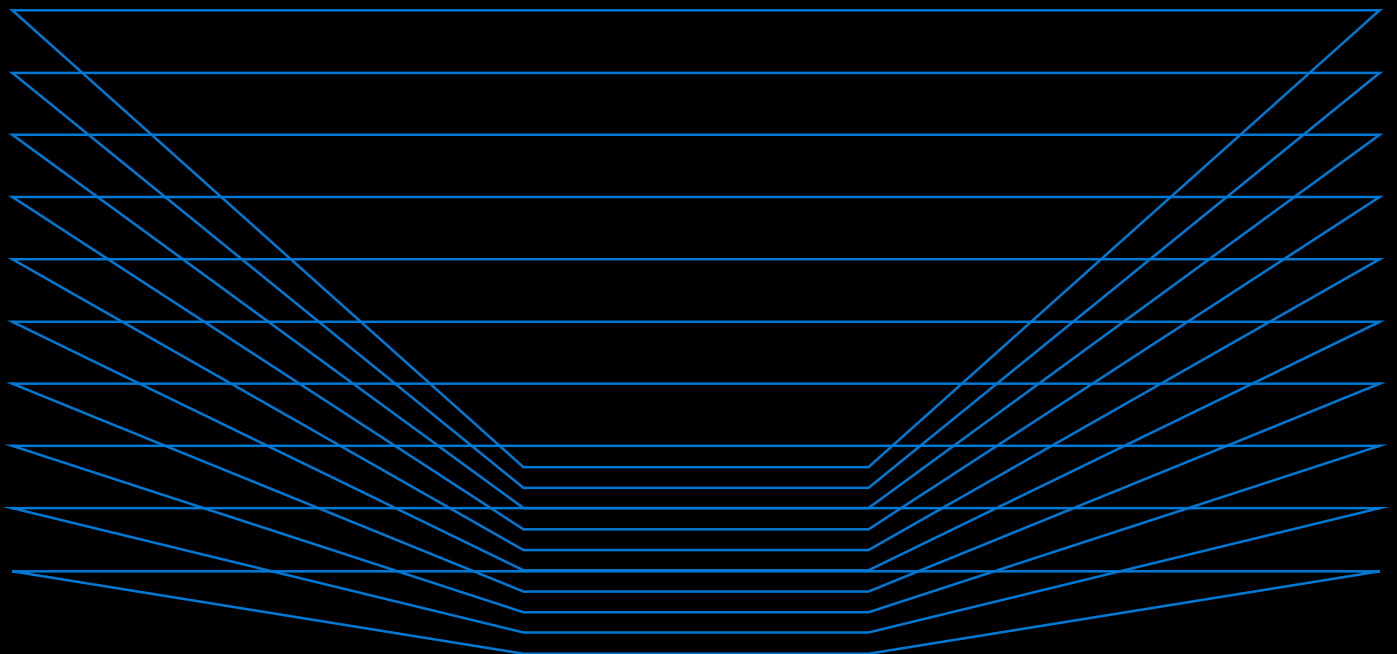# Transform your data with Cloudera on Azure
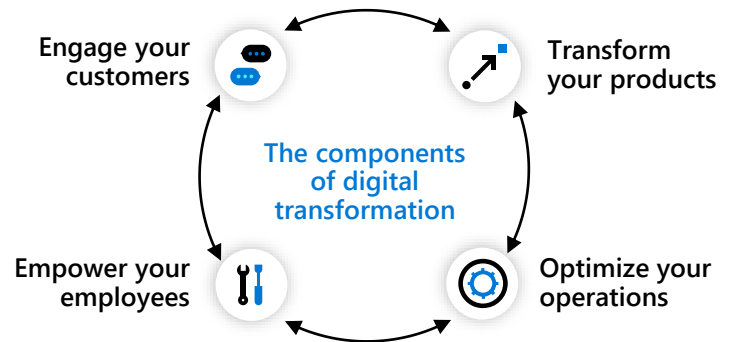
Solution guide

Technology is transforming business innovation

Technology shapes how businesses innovate and grow

Today, technology is crucial business strategy – from finding new ways to reach customers, to building new business models, to enhancing the productivity of your team and operations. **Digital transformation shapes how businesses navigate their futures.**

Engage your customers

Transform your products

The components of digital transformation

Empower your employees
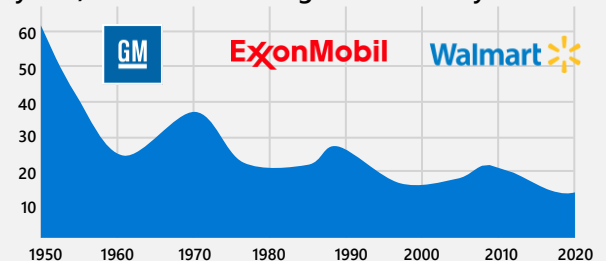
Optimize your operations

Technology is a business disruptor

Digital transformation encourages the disruption of markets, steadily decreasing the average lifespan of companies on the S&P 500 over time.

Companies that embrace digital transformation can manage increasing volatility regardless of their industry.

Average company lifespan on S&P 500 Index (in years) and select leading businesses by era

GM   ExxonMobil   Walmart

60
50
40
30
20
10

1950 1960 1970 1980 1990 2000 2010 2020

Digital transformation happens in the cloud

This disruption occurs because technology is changing faster than ever before. Breakthrough innovations in sensors, social media, apps and data are causing the volume of data to explode. Fortunately, the scale and economics of cloud computing make it possible to capture and harness data, creating new opportunities to innovate, grow faster, and achieve more than ever before.

Digital transformation and the cloud are intertwined. Studies show that companies that embrace the cloud grow faster than those who do not. It's no wonder that in the near future almost all workloads will be based in the cloud.

91% of business leaders see Digital Transformation as a way of sparking innovation and finding efficiencies[1]

68% say Digital Transformation is increasing profits[2]

85% say they must offer digital services or become irrelevant[3]

64% say they have less than 4 years to complete a Digital Transformation or they may go out of business[3]

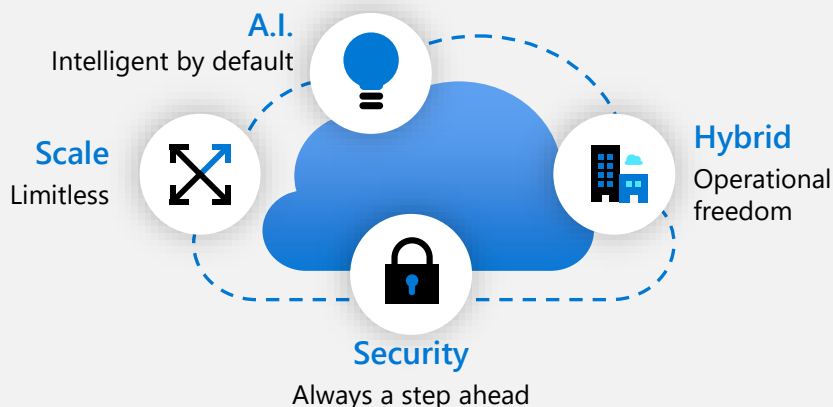**94%** of all workloads will be run in the cloud by 2021[4]

1. Research Report, ISACA, Information Systems Audit and Control Association, 2018
2. Survey, DXC Technology and the Economist Intelligence Unit, 2019
3. Survey, Couchbase, August 2018
4. Report, Cisco Global Cloud Index, 2018

Azure is the leading cloud destination

Azure is the cloud that helps your customers turn ideas into solutions.

Build, deploy, and manage applications in the cloud, on-premises, and at the edge with heterogenous environments (Linux and Windows workloads).

A.I.
Intelligent by default

Scale
Limitless

Hybrid
Operational freedom

Security
Always a step ahead

Unique partner ecosystem for accelerated growth

Azure has built a portfolio of partner-driven solutions to help customers achieve more.

By integrating popular partner tools and frameworks, the Azure platforms enables customers to easily bring their existing workloads and tools to Azure and build the way that best serves their business.

Azure is the best cloud for Linux

Azure enables a seamless migration of Linux workloads through a platform of services.

Choose from a variety of Linux distributions, workloads, and fully managed open source databases on Azure. Compatibility with the latest open source extensions and tools helps streamline development.

Azure open source momentum

>50%
of VM cores are Linux

>60%
of Azure marketplace images are Linux-based

>47K
customers using Azure open source databases

>100K
Azure Data Studio instances with Azure open source database extensions

Leading global businesses run Azure on Linux

Adobe   HEINEKEN   SAMSUNG   KPMG   TOYOTA   bp   xerox

Azure and Cloudera together

Azure offers leading infrastructure and open-source databases that are built for where you are today and where your modernization takes you.

Best-in-class Linux infrastructure and tools

Seamless migration to Linux and container offerings

Built-in-tools and support for existing software and hardware

Choice of open source databases

Fully managed databases services for MySQL, PostgreSQL & MariaDB

Linux infrastructure for SQL and open source databases

Hybrid anywhere

Innovation anywhere with Azure for your hybrid architecture

60+ Azure regions around the world and 700+ VM size options

CLOUDERA DATA PLATFORM (CDP)

CLOUDERA

Cloudera Data Platform (CDP), powered by Microsoft Azure, is a secure, global enterprise data cloud that delivers high-performance and faster insights from your data, with a single pane of glass across private, hybrid and public clouds. CDP offers a competitive edge by optimizing speed, flexibility and cost with a modern architecture built on Microsoft Azure offering a secure and compliant hybrid Cloud solution with deep technical data processing and visualization, integration and manageability at global-scale.

CDP accelerates the customer journey to Azure

Adaptive scaling

Stop guessing at the performance requirements needed to handle a workload that can't yet be predicted. With CDP Public Cloud, capacity can be changed quickly, better matching the performance requirements of new workloads, speeding up deployment while effectively managing costs.

Intelligent migration

Improve the utilization of clusters suffering from highly variable jobs. CDP Public Cloud simplifies migrating these workloads, so they get the capacity they require when they need it. This frees up on-premises resources to handle steady, more predictable workloads, improving cost efficiency.
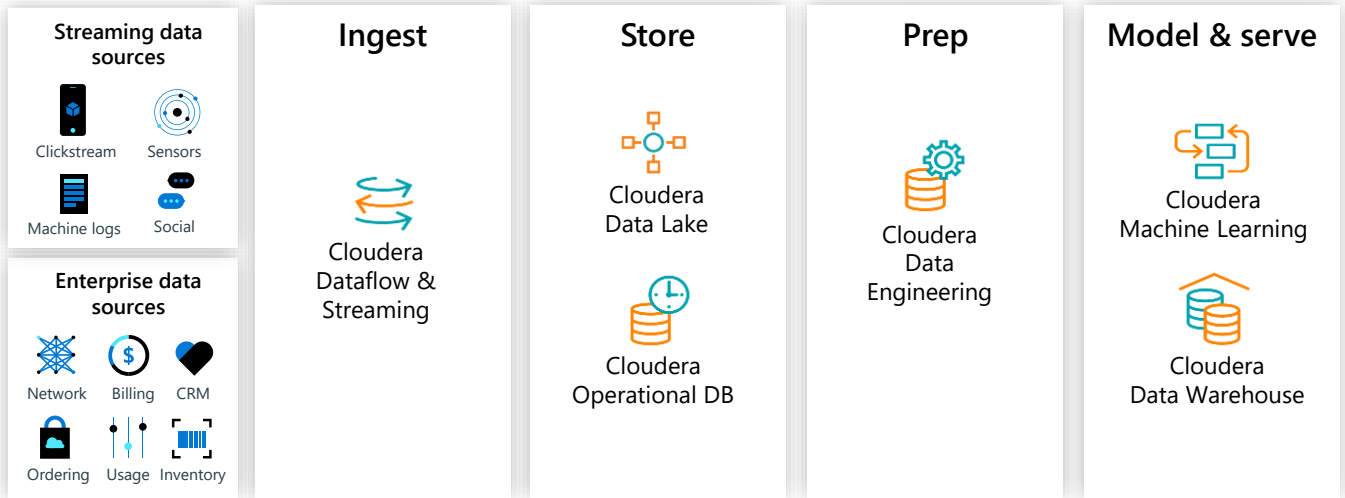
Burst to cloud

Quiet "noisy neighbors" affecting the SLAs of important applications efficiently and cost-effectively. CDP Public Cloud makes it easy to move a workload (the data, metadata, policies, etc.) to public could and provide the "right" amount of capacity, so SLAs for key workloads are quickly met.

Cloudera Data Platform reference architecture

Deliver cloud-native analytics on Azure in a secure, cost-efficient, and scalable manner with Cloudera Data Platform.
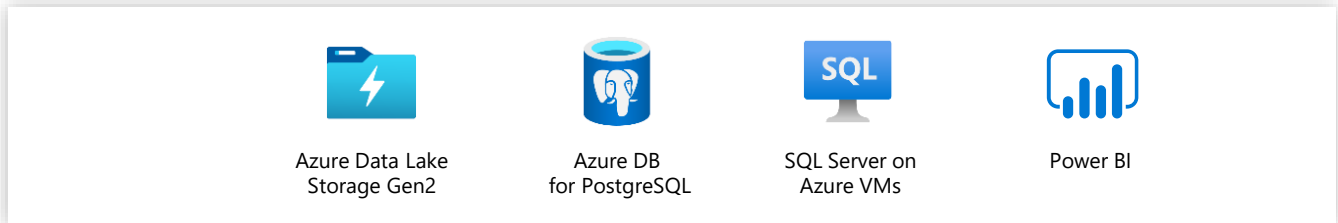
Cloudera Data Platform

Streaming data sources

- Clickstream
- Sensors
- Machine logs
- Social

Enterprise data sources

- Network
- Billing
- CRM
- Ordering
- Usage
- Inventory

Ingest

Cloudera Dataflow & Streaming

Store

Cloudera Data Lake

Cloudera Operational DB

Prep

Cloudera Data Engineering

Model & serve

Cloudera Machine Learning

Cloudera Data Warehouse

CLOUDERA SDX

METADATA / SCHEMA / MIGRATION / SECURITY / GOVERNANCE
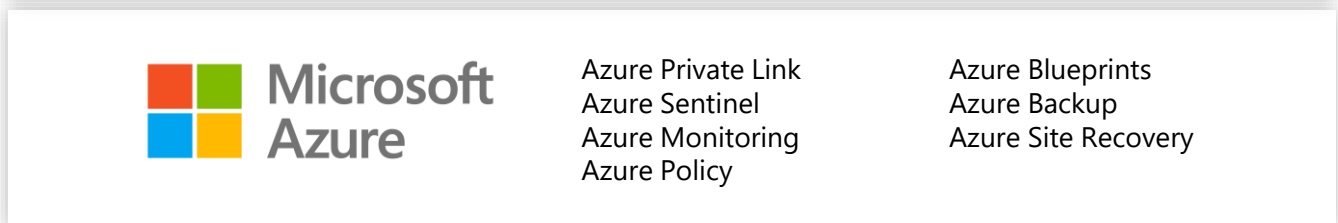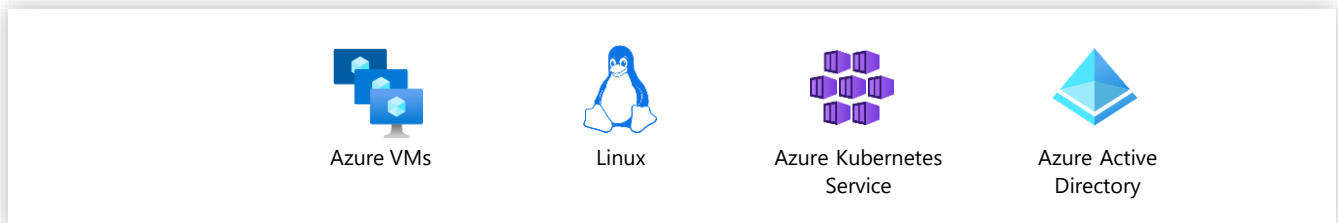
MANAGEMENT CONSOLE — DATA CATALOG / REPLICATION MANAGER / WORKLOAD MANAGER

Deploy new Cloudera workloads to Azure
Burst on-premises workloads to Azure for additional capacity
Migrate data to Azure including security policies & governance

Data

- Azure Data Lake Storage Gen2
- Azure DB for PostgreSQL
- SQL Server on Azure VMs
- Power BI

Infrastructure

- Azure VMs
- Linux
- Azure Kubernetes Service
- Azure Active Directory

Microsoft Azure

- Azure Private Link
- Azure Sentinel
- Azure Monitoring
- Azure Policy
- Azure Blueprints
- Azure Backup
- Azure Site Recovery

Let's get started

Ready to rapidly and securely migrate your Linux workloads on Azure?
Take the next steps today!

1. Discover how **Cloudera Data Platform can manage and secure your data**

3. Get hands-on with Cloudera Data Platform Public Cloud with a **free test drive**

3. Already familiar with CDP public cloud? Start your **free 60-day trial**

See how companies of all sizes use Cloudera on Azure

>BCP>

Banco de Crédito del Perú (BCP) reduced development time by 80 percent using Cloudera Enterprise

Customer story

MAERSK

Maersk streamlined its operations and improved the value of its IT resources with Cloudera on Azure

Customer story

KOMATSU

Komatsu Mining uses Cloudera on Azure to optimizes its IoT analytics platform

Customer story

More resources

Cloudera Data Platform on Microsoft Azure Marketplace

Ebook: Powering cloud possibilities: How to ensure current actions support future innovations

Lufthansa Technik Case Study

Zurich Customer Case Study

Cloudera Data Warehouse on Azure Provides Fast, Cost-Effective and Highly Scalable Analytics

Microsoft | CLOUDERA

Thank you.