Abstract
In March 2014 1010data announced version 7 of their analytic platform, with enhanced visualization and data loading capabilities. This ENTERPRISE MANAGEMENT ASSOCIATES® (EMA™) impact brief covers the announcement and identifies the release as a significant expansion of the company’s cloud-based big data discovery and data sharing solution.

1010data Announces Version 7
On March 31, 2014, 1010data (http://www.1010data.com) announced version 7 of their data discovery and data sharing platform. The new version includes an integrated visualization layer to support data exploration by combining charting and querying in the same application; the introduction of QuickApps, an environment for developing visual widgets and embedded applications for the 1010data platform; and enhanced data loading capability, including full integration of the primary data loading utility Power Loader, into the core application.

1010data is a privately held company that provides a cloud-based software platform for data warehousing and business analytics. The 1010data platform leverages columnar database technology to provide interactive analysis on very large and complex datasets, providing solutions focused on establishing an enterprise-wide single version of truth and maximizing the business value of big data assets. In addition to the platform, 1010data provides a library of pre-built analytic applications. The 1010data service also allows for inter-enterprise analysis, which enables users to share data and analytics with partners and other stakeholders.

The service is used in a wide variety of industries, including financial services, retail, consumer packaged goods, telecom, healthcare, and others. More than 500 customers worldwide include such companies as P&G, JPMorgan Chase, and Coca-Cola. Founded in 2000, the company is headquartered in New York.

Key Observations
• **Visualization Layer:** With version 7, 1010data introduces a visualization layer that provides integrated charting and querying in the same application. The cloud-based approach to visualization enables visualization of very large datasets. The new visualization interface provides more than 30 different chart types. Charts may be exported to other environments.

• **App Development:** The 1010data platform now provides an interface for the development of widgets and applications built specifically for 1010data and delivered via a browser. Widgets can be configured with a wide range of embedded functionality, including charts, drill downs, menus, etc., and combined together to create complex applications.

• **Enhanced Data Loading** With version 7, Power Loader, the primary web-based data loading utility for 1010data is now integrated into the core application. (It was previously a separate app.) Power Loader features enhanced big data capability and improved diagnostics as well as support for GPG files. In addition, a new client-side data loading utility, TenUp, allows for data loading from any ODBC compliant database (SQL Server, HIVE) directly in 1010data.

• **Details:** For more detailed information on the release of version 7, go to: http://www.1010data.com
EMA Perspective

Since the company’s founding in the year 2000 by two ex-Wall Street executives, 1010data has provided an alternative to traditional data warehousing strategies. In situations where conventional approaches to expanding an existing environment proved inflexible and expensive, 1010data provided the means to supplement or replace that environment. Unlike other players in this space who augmented existing environments with new hardware running alongside the existing systems, 1010data offered a cloud-based solution. Over the years, 1010data has consistently increased the breadth of its offering, and has moved away from a model of providing an isolated extension of an existing data warehouse to being a more integrated part of a larger whole. With the release of version 7, 1010data takes a significant step in the direction of providing a more complete solution and now acts as the EDW for several large enterprises.

Their early entry as a cloud-based service provider has given 1010data significant leverage for capitalizing on some of the major disruptive trends in the industry. The company has been at the vanguard of providing decentralized solutions and integrating into hybrid data ecosystem environments. Automation of the basic data warehousing implementation relieves IT of some responsibilities. The analytics engine has proved itself to be fast and powerful and overall, the 1010data platform adds flexibility to most data warehousing environments. The new capabilities provided with release 7 expand the options that 1010data brings to the table.

In particular, the new visualization layer speaks to the maturation of the 1010data platform. The charting and visualization capabilities provided with version 7 are not currently as robust as what would be found in a dedicated visualization tool, but they provide the fundamental capabilities that will allow an analyst or other business user to engage in exploration of the data without having to rely on such a tool. Data visualization capabilities will democratize access to data, enabling business users at the store level, the department level, the line of business level, etc.

Likewise, the QuickApps function adds to the independence of the platform, allowing users within 1010data to produce their own simple dashboards using an intuitive visual interface that is similar to a workflow. Going forward, we can expect a number of industry-specific apps, in particular, to emerge and that 1010data may consider creating an online marketplace or other exchange for app sharing. Moreover, the enhancements to the Power Loader utility also demonstrate the tendency towards greater breadth of capability and the independence of the platform. The addition of TenUp and support for ODBC data sources make it much easier to bring data into the system and will significantly enhance the speed with which this is done.

1010data continues to add to the capability of its platform via consistent and fast-paced releases of its platform. The company provided 22 product releases last year. With more than 500 customers and a data center outside of the U.S., 1010data is establishing itself as a global player in the data warehousing space. The company’s growing influence is evident in continued growth of its customer base and in building partnerships with companies like Tableau and Metric Insights. Release 7 of the 1010data platform indicates a continuation of the growth and maturation of the company as it enters the ranks of the first-class citizens of the data warehousing world.

Over the years, 1010data has consistently increased the breadth of its offering. Release 7 of the 1010data platform indicates a continuation of the growth and maturation.

About EMA

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