

Karmasphere and Tableau Partner to Deliver Rich, End-to-End Big Data Analytics Solution

Two Leaders Join Forces to Ease Customer Transition into New World of Big Data Analytics; Deliver Faster, More Powerful Business Insights

Cupertino, CA ([PRWEB](#)) October 23, 2012 -- [Karmasphere](#)[™], the leader in Big Data Insights, and Tableau Software, the global leader in rapid-fire business intelligence software, today announced a partnership to provide a rich, collaborative, social, end-to-end Big Data analytics solution for Hadoop.

The combined solution from Karmasphere and Tableau will address the need for an end-to-end, self-service Big Data analytics workflow including: data ingestion, exploration, analysis, reporting and visualization, without reliance on IT. With the integrated solution, users can work together using Karmasphere's powerful Collaborative Big Data Analytics Workspace directly on Hadoop, to create and share analytic work products such as tables, queries and results, produced and displayed in Tableau.

"It is time to bridge the gap between Big Data Analytics and BI. Tableau is the world's fastest growing BI company with industry-standard reporting and visualization capabilities. Customers who live in this BI world will now be able to access the power of Hadoop through Karmasphere, and get their Big Data analytics delivered seamlessly through Tableau," said Gail Ennis, chief executive of Karmasphere.

"This integration with Karmasphere allows our customers to conduct advanced analysis into large, unstructured and multi-structured datasets while using Tableau interface and visualizations to communicate the insights," said Daniel Jewett, vice president of product management at Tableau.

Tableau and Karmasphere are both exhibiting at the Strata Conference + Hadoop World 2012 from October 23-25 in New York (booths 30 and booth 23 respectively). Come and learn more about how to empower your company to unleash the power of Hadoop to quickly find, share and automate business insights without reliance on IT.

About Tableau

Tableau Software helps people see and understand data. Ranked by Gartner and IDC in 2011 as the world's fastest growing business intelligence company, Tableau helps anyone quickly analyze, visualize and share information. More than 9,000 companies get rapid results with Tableau in the office and on-the-go. And tens of thousands of people use Tableau Public to share data in their blogs and websites. See how Tableau can help you by downloading the free trial at www.tableausoftware.com/trial.

Tableau is a trademark of Tableau Software, Inc. All other company and product names may be trademarks of the respective companies with which they are associated.

About Karmasphere

Karmasphere delivers a fully leveraged world for Big Data Insights that is deep, unconstrained, and accessible for data-driven companies seeking new sources of business opportunity. With the advent of Hadoop, businesses can now affordably analyze massive amounts of Big Data across their web, mobile, social, sensor, video, and call center interactions without the limitations of having to use sampled data or expensive proprietary approaches. Karmasphere customers benefit from creating data insights that uplift revenue and customer satisfaction.

The Karmasphere 2.0 Collaborative Analytics Workspace enables self-service access to Big Data analytics on Hadoop including analytic projects, visualizations, and everyday-to-sophisticated analysis through a social and collaborative web-based interface. Open and based on Apache Hadoop standards, it leverages existing analytic skills and models, integrates with traditional BI and existing applications and supports Hadoop distributions



including: Amazon Elastic MapReduce, Cloudera, HortonWorks, IBM, and MapR Technologies.
Learn more at <http://www.karmasphere.com>



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