



## BBBT Roundup



### HP Vertica

- Twitter:** @VerticaSystems @Vertica @HPSoftware
- Event Date:** May 17, 2013
- Event Type:** Remote Only
- Podcast:** Audio (N/A) Transcript (N/A)
- Video:** Event Video (N/A)
- Press Release:** Press Release (N/A)

**Company Short Profile:**

"HP Vertica is the next-generation analytics platform that enables customers to achieve better outcomes through analytics. HP Vertica's elasticity, scale, performance, and simplicity are unparalleled, delivering 50x-1,000x the performance of traditional solutions at 30% the total cost of ownership. Easy to use and deploy on off-the-shelf hardware, on-premise or in the cloud, HP Vertica enables organizations to get up and running quickly and easily to analyze their mission-critical data. HP Vertica powers some of the largest organizations and most innovative business models globally



including Zynga, Groupon, Twitter, Verizon, Guess Inc., Admeld, Capital IQ, Mozilla, AT&T, and Comcast."

**Presentation Topic:**

**Vertica Analytics Platform Overview**

A high level summary of the Vertica platform and why its columnar nature makes it a good fit for BI.

**Presenter(s):**

**Andrew MacBean**, VP, Ecosystem & Solutions

**Case Studies:**

[Guess](#)

[Cardlytics](#)

[KDDI](#)

**Pricing Model:**

Mr. MacBean declined to provide pricing information.