

# APAMA STREAMING ANALYTICS

Extract instant value from your fast data



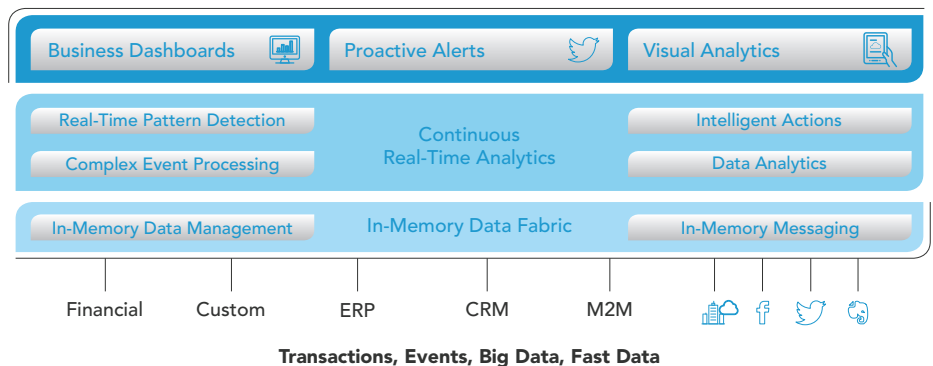
## Unless you can stop time, you have to act on streaming data now

As big data and fast data proliferate, more and more streams of data are being generated in real time from a myriad of data sources, such as market data, mobile devices, the Internet of Things (IoT) sensors, clickstream analysis as well as business internal transactional systems.

Real-time insights can be derived from this data in motion to give a competitive edge to agile organizations that want to act on these insights before they lose their value. The Apama Streaming Analytics Platform enables organizations to exploit perishable insights—now! The platform enables you to make informed decisions quickly and at scale by integrating real-time analytics and decisioning into your organization’s transaction-executing systems.

It’s the most technically complete and business-ready platform that offers:

- Rich analytics – aggregations, temporal, filtering and location
- Blending of real-time and historic data for deeper, richer analytics
- Business-level tooling
- Rich visualization and visual analytic tools
- High-performance messaging for mobile, Web and IoT
- Extreme scale and performance
- In-memory architecture
- Support for predictive analytics and models



Apama Streaming Analytics Architecture

The Apama Streaming Analytics Platform is built on an in-memory architecture that enables real-time processing of extremely fast, large data volumes—orders of magnitude larger than traditional database-based IT architectures.

The platform captures data from any device with low latency. It then performs analytics on this streaming data, also referencing historic information where necessary, to identify business patterns that have happened or are about to happen. All of this performed is in-memory. Visualizations and visual analytics for business users support both human-oriented and automated intelligent actions.

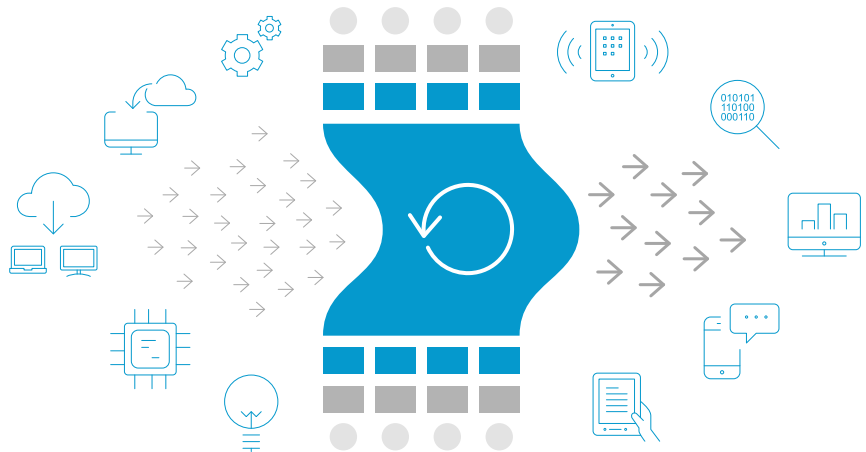
Apama streaming analytics seamlessly fuses the capabilities of these Software AG products:

- Apama complex event processing is the leading platform of its kind and lies at the heart of Apama streaming analytics. It is used in hundreds of organizations worldwide to provide continual visibility into operations and to take immediate, automated action.
- Terracotta BigMemory is the leading in-memory data management technology. It gives in-memory access to terabytes of data, enabling the operationalization of historic big data and its blending with real-time streaming data.

- Software AG Universal Messaging provides very high-performance, robust messaging, enabling communication of real-time data from and to any application, platform and device, including Web, mobile, MQTT and numerous enterprise applications.
- Presto visual analytics provides interactive dashboards and visualizations for business users on mobile and desktop devices.

Apama streaming analytics has been deployed in numerous organizations worldwide: for example, in financial services with ING Bank and Citigroup; in logistics with Royal Dirkzwager; in telecom with H3G Italia; in entertainment with the Logrand Group; and in manufacturing with Schering & Hasse. It supports a wide range of use cases, such as real-time operational visualization, dynamic product pricing, fraud detection and prevention, IoT data analysis, customer promotion triggering, location-based asset optimization, electronic trading and e-commerce, continuous risk and compliance monitoring, and faster response to opportunities and threats.

**Are you ready to exploit real-time business insights before they perish, and turn them into your competitive advantage?**



## ABOUT SOFTWARE AG

Software AG offers the world's first Digital Business Platform. Recognized as a leader by the industry's top analyst firms, Software AG helps you combine existing systems on premises and in the cloud into a single platform to optimize your business and delight your customers. With Software AG, you can rapidly build and deploy digital business applications to exploit real-time market opportunities. Get maximum value from big data, make better decisions with streaming analytics, achieve more with the Internet of Things, and respond faster to shifting regulations and threats with intelligent governance, risk and compliance. The world's top brands trust Software AG to help them rapidly innovate, differentiate and win in the digital world. Learn more at [www.SoftwareAG.com](http://www.SoftwareAG.com).

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