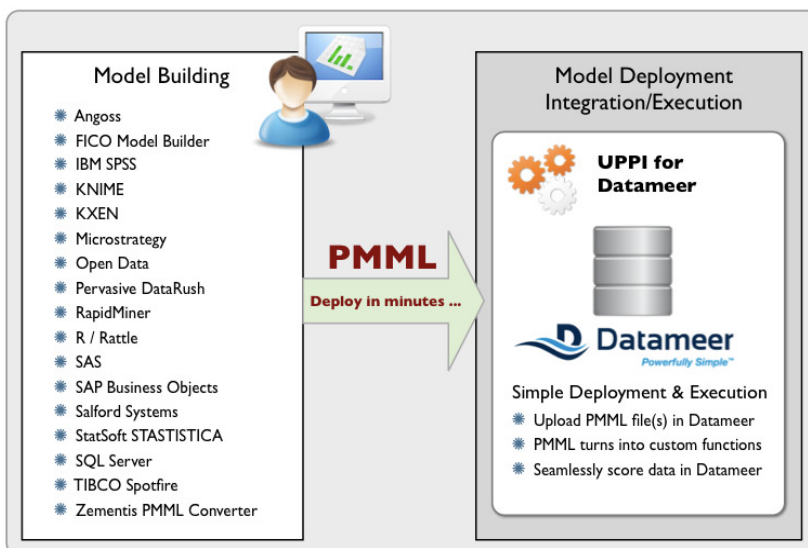


## Universal PMML Plug-in for Datameer

### Zementis and Datameer Deliver First-Ever Standards-Based Execution of Predictive Analytics on a Massive Parallel Scale

Zementis and Datameer help companies easily deploy, execute and integrate scalable standards-based predictive analytics. This joint solution combines the Zementis Universal PMML Plug-in for real-time execution of models with the power and scale Datameer, an end-to-end BI solution that includes data source integration, an analytics engine and visualization and dashboarding.

### Universal PMML Plug-in: Features



The Universal PMML Plug-in fully supports the Predictive Model Markup Language (PMML), the de-facto standard for data mining applications. PMML, developed by the Data Mining Group, provides a standard way for an application to define statistical and data mining models so that they can be easily shared with any other application that supports PMML.

With PMML, the Plug-in delivers a wide range of predictive analytics for high performance scoring, including:

- Decision Trees for classification and regression
- Neural Network Models: Back-Propagation, Radial-Basis Function, and Neural-Gas
- Support Vector Machines for regression, binary and multi-class classification
- Linear and Logistic Regression (binary and multinomial)

- Naïve Bayes Classifiers
- General and Generalized Linear Models
- Cox Regression Models
- Rule Set Models (flat decision trees)
- Clustering Models: Distribution-Based, Center-Based, and 2-Step Clustering
- Scorecards (including reason codes)
- Multiple Models: Model ensemble, segmentation, chaining and composition

It also implements the definition of a data dictionary, missing and invalid values handling, outlier treatment, as well as a myriad of functions for data pre- and post-processing, including: value mapping, discretization, normalization, scaling, logical and arithmetic operators, conditional logic, built-in functions, and business decisions and thresholds.

The Universal PMML Plug-in shortens time to market for predictive analytics and empowers users through instant deployment and execution of predictive models.

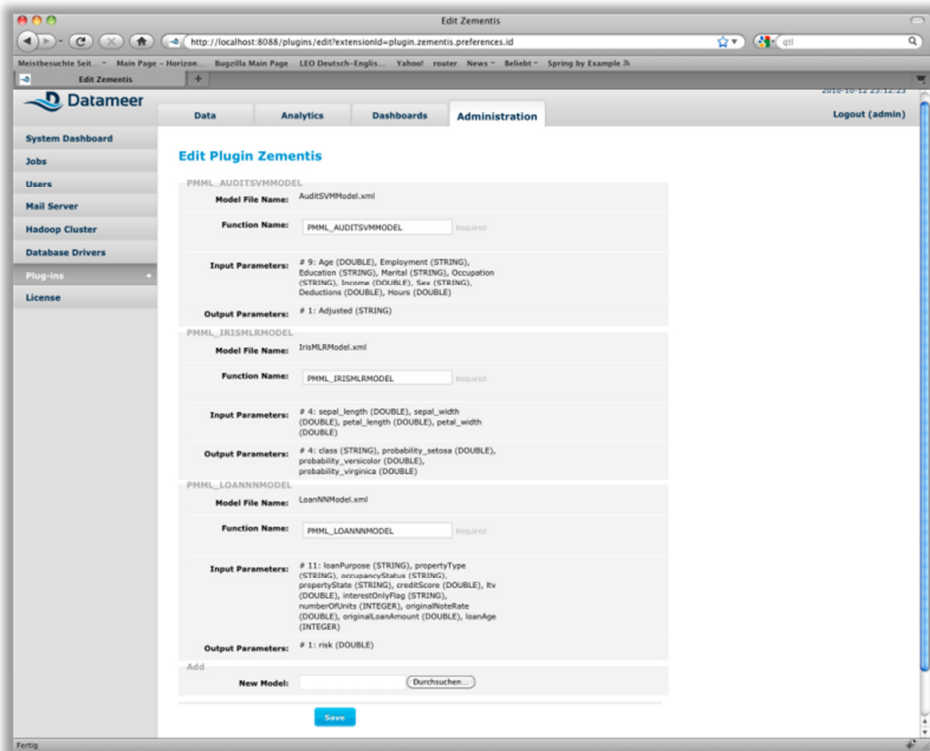
### Datameer: Analytics

Datameer is the business user focused application for Hadoop-based analytics. It provides wizard-based data integration for large datasets of structured and unstructured data, integrated analytics with a familiar spreadsheet-like interface and over 200 built-in analytic functions and drag and drop reporting and dashboarding visualization for end-users. Open API's for data integration, analytics and dashboarding make it easy to access custom

data sources, utilize advanced or custom analytics like predictive models as well as custom visualizations.



## Universal PMML Plug-in for Datameer



- Integrates data from multiple data sources and formats without complex data and schema mappings that are time consuming to set up and difficult to change
- Provides cost effective storage and processing of large volumes of highly granular data that predictive applications often require
- Brings together a 100% standards-based approach to analytics that lowers total cost of ownership and increases reuse control and flexibility for orchestrating critical day-to-day business decisions.

The figure on the left shows three PMML models after being uploaded in Datameer. Models become custom functions, which can be seamlessly used inside Datameer for scoring large volumes of data.

Datameer uses Apache Hadoop, a Java-based framework that supports the parallel storage and processing of large data sets in a distributed environment, as its back-end storage and processing engine to scale cost-effectively to 4000 servers and petabytes of data.

### Universal PMML Plug-in for Hadoop



With Datameer, the Universal PMML Plug-in offers Hadoop users the best combination of open standards and scalability for the application of predictive

analytics.

The Universal PMML Plug-in for Hadoop delivers instant and scalable scoring for big data while retaining compatibility with most major data mining tools through the PMML Standard. Through its versatile use of two essential technologies, the Zementis/Datameer partnership:

- Brings the scalability of Hadoop to the execution of predictive analytics
- Supports PMML to avoid time-consuming and expensive one-off predictive analytics projects

### About Datameer

Datameer offers the first data analytics solution built on Hadoop that helps business users access, analyze and use massive amounts of data. Founded by Hadoop veterans in 2009, Datameer's breakthrough product provides unparalleled access to data with minimal IT resources. Datameer scales to 4,000 servers and petabytes of data and is available for all major Hadoop distributions including Apache, Cloudera, MapR, EMC, Yahoo!, IBM, and Amazon. Datameer is based in San Mateo, Calif. For more information, please visit [www.datameer.com](http://www.datameer.com)

### About Zementis

Zementis, Inc. is a leading software company focused on the operational deployment and integration of predictive analytics and data mining solutions. Its ADAPA® decision engine successfully bridges the gap between science and engineering. ADAPA® and the Universal PMML Plug-in™ are designed from the ground up to benefit from open standards and to significantly shorten the time-to-market for predictive analytics in any industry. For more information, please visit [www.zementis.com](http://www.zementis.com).