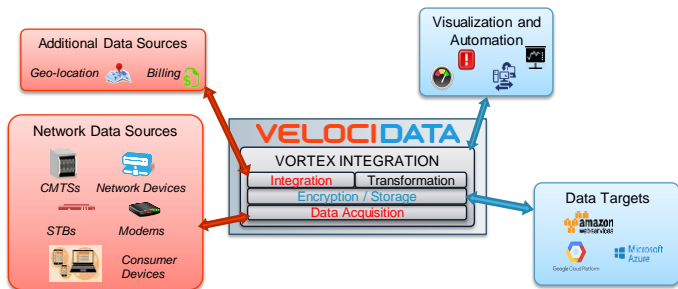


Accelerated Data Integration for the MSO Market

World Class Service in an Exploding Landscape

- Over 5 million devices attach to the network every day
- Exponential growth to over 25 billion by 2020
- Many of these devices are attaching wirelessly
- Massive amounts of disparate data
- "Batch" processing and visualization cannot keep up
- Real-time data management to analyze and automate actions has become mandatory in this competitive environment



Vortex Data Integration Hub

VelociData Innovation

- Proven data integration and security capabilities demonstrated in the financial and enterprise markets
- Real-time integration, presentation, and a unified view of data for analytic development
- VelociData can capture and curate massive real-time telemetry from the delivery plant including devices within the smart home
- VelociData can integrate and correlate data from billing systems, geo repositories, structured and unstructured data warehouses, and customer support expert systems
- VelociData can cleanse data so that Big Data repositories add value rather than simply occupying space, driving excess capital, expense, and support
- VelociData can extract features that will allow efficient use of data for algorithmic development and deployment especially for automating proactive and corrective actions and commands
- VelociData can obfuscate the data through masking and encryption including format preserving output

Accelerated Data Integration for the MSO Market

Palette of Data Transformation Functions

Data Conversion	
Restructure	Data Structure Conversions (XML → relational, Mainframe → CSV)
Convert	Element type conversion (EBCDIC → ASCII, binary number → numeric string, ...)
Flatten	Parse and flatten complicated data types like SMF mainframe logs or EDI medical records

Accelerated Transforms	
Sort	Sort data using complex keys from multiple fields within records
Lookup/Join	Perform streaming lookup operations on multiple large tables
Routing	Route data to multiple destinations based on validation rules or complex business logic
Validation	Validate data based on expressions, type, or large domain sets of keywords
Key Generation	Hash multiple input fields together to form a unique pseudo-key
Aggregation	Create aggregations and sums of similar type records over a data set / time window

Data Protection	
Format-Preserving Masking	Mask sensitive fields without changing format or uniqueness
Filtering	Filter out sensitive data elements based on expressions or keyword lookups

Delivering Continuous Decisioning

Capture and Curation as a processor for data ingest

- Data normalization and cleansing as data are flowing
- Selection and filtering based on business rules
 - **Yields cleaner stores and more usable data**

Correlation and Command as a helping hand for decisioning

- Integrating with historic or reference data to assist analytics
- Automate responses in real-time to reduce MTTR
 - **Operational efficiency, lower TCO, higher ROI**

Precision Masking as a secure data pipeline

- In-line encryption for data to be obfuscated prior to landing or transfer
- Deidentify precious fields within streaming data for development or storage – even offsite
 - **Helps bridge gaps in compliance**

Optimized for Hyper Growth

- Capable of processing streams of unstructured, textual, structured, or semi-structured data
- Pre-process and enrich data destined for a Big Data repository
- Extreme throughput (10 Gb/s sustained) and ultra-low latency (milliseconds)

For more information visit velocidata.com or to schedule a free demonstration email info@velocidata.com

CAPTURE | CURATE | CORRELATE | COMMAND

VELOCIDATA