

IMPROVE BUSINESS PERFORMANCE BY UNCOVERING INSIGHTS

HPE and TigerGraph accelerate advanced analytics

HPE and TigerGraph

Data-driven insights for better business outcomes

- **Build 360° data views** to gain a complete understanding of customer behavior
- **Resolve data ambiguity** for better operational insights
- **Increase revenues** with hyper-personalized cross-selling recommendations
- **Mitigate deployment risks** with certified solutions and reference architectures
- **Maintain data security** with the world's most secure industry-standard server portfolio
- **Achieve deployment flexibility** with computing platforms that scale up and scale out, on-premises or in the cloud
- **Streamline operations** with unified management and global proactive support

¹ Gartner Identifies Top 10 Data and Analytics Technology Trends for 2021

² lingia.com/wp-content/uploads/2017/12/Lingia-The-State-of-Influencer-Marketing-2018.pdf

³ method.me/blog/4-benefits-of-a-360-degree-customer-view/

⁴ emarketer.com/content/marketers-waste-about-one-fourth-of-their-budgets

⁵ dnb.com/content/dam/english/dnb-solutions/sales-and-marketing/the-b2b-data-marketing-report.pdf

DISCOVER DEEPER INSIGHTS

Graph analytics is transforming the business data landscape. Gartner forecasts that “By 2025, graph technologies will be used in 80% of data and analytics innovations, up from 10% in 2021, facilitating rapid decision-making across the enterprise.”¹ It's not a matter of if your company will adopt graph analytics, but how quickly and how effectively.

TigerGraph uncovers insights that would otherwise remain hidden and is the best choice for organizations wanting to use this information to turn insights into revenues.

Hewlett Packard Enterprise and TigerGraph are partnering to develop solutions that deliver industry-leading performance and ease of use for advanced analytics:

- Connecting data sets and pipelines and removing data silos
- Analyzing connected data in real time
- Utilizing data sets for machine learning
- Automating and streamlining solution deployment and implementation
- Supporting teams with end-to-end deployment services and support as needed

KEY INDUSTRIES AND USE CASES

- **Healthcare**—World's largest healthcare company uses Customer 360 analytics to improve customer care for 50 million members while lowering costs
- **Manufacturing**—Luxury automotive company uses supply chain analysis to accelerate their supply chain planning from three weeks to 45 minutes reducing supplier risk by 35%
- **Financial services**—Seven of the top ten global banks combat money laundering, fraud detection, and trade monitoring in real time
- **Advertising, media, and entertainment**—A Fortune 10 company uses recommendation engine analysis to provide advertisers with hyper-targeting capabilities

THE ONLY ENTERPRISE- SCALE GRAPH DATABASE

TigerGraph's massively parallel processing architecture provides for both storage and computation, supporting real-time graph updates and offering built-in parallel computation.

92%

Of marketers find word-of-mouth referrals to be very effective²

10%

Of companies are benefitting from Customer 360 insights³

26%

Of marketing budgets are wasted due to poor strategy and tactics⁴

41%

Of marketers struggle with inconsistent data⁵

Solution brief

TigerGraph's Graph Platform

- TigerGraph database—the only scalable graph database for the enterprise⁶
- TigerGraph cloud—the industry's first and only distributed graph database as a service (DBaaS)⁷
- GraphStudio—simple yet powerful graphical user interface

HPE solutions for data-driven innovation

- HPE ProLiant Gen10 servers—the world's most secure industry-standard servers
- Tested and validated HPE reference architectures for peak performance
- HPE GreenLake—the cloud that comes to you for your analytics workloads
- Advisory and Professional Services to power your digital transformation



EDGE-TO-CLOUD SOLUTION PORTFOLIO

HPE delivers best-in-class technology where and when you need it—from the edge to cloud. Our technologies are purpose-built to revolutionize the way customers interact, organize, and extract value from their data and drive business outcomes.

HPE has one of the broadest portfolios of proven, workload-customized IT infrastructure products and solutions that provide a consistent experience using agile servers, reliable storage, intelligent networking, and expert IT management.

DATA MANAGEMENT AND ANALYTICS AS A SERVICE

HPE GreenLake delivers public cloud services and infrastructure as a service for your workloads—on-premises, fully managed in a pay-per-use model at the edge, in colocations, and your data center.

- **Tailored high performance:** The fast, flexible compute infrastructure your business requires is delivered on a consumption basis and consumed on a pay-per-use basis.

- **Unmatched scalability:** Handle user demand while delivering real-time analytics at the edge or in the core.
- **Data protection edge to cloud:** Modernize backup and recovery, and get value from your data—all delivered with the agility of the cloud, without the data egress costs or lock-in.

SIMPLY A BETTER APPROACH

Together, HPE and TigerGraph provide excellent insights, with outstanding performance, scalability, security, and flexibility. We help your organization discover insights in your highly connected data.

LEARN MORE AT

tigergraph.com/hpe/
hpe.com/psnow/doc/a50004506enw

^{6,7} globenewswire.com/en/news-release/2021/04/21/2214213/0/en/TigerGraph-Continues-to-Drive-Graph-Analytics-and-AI-Market-Momentum-Unveils-TigerGraph-Cloud-on-Google-Cloud-Platform-and-Expanded-Global-Developer-Community.html

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