



proudly present:

# Big Data (HDInsight) in Azure

Immersive data experiences connecting any data, any size, anywhere in the world

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Presentation and workshop content at:  
<http://1drv.ms/1yx2r0E>

## CLOUDDEVELOPERS

Mobile, Big Data & Service Models:  
Critical Take-Aways for Cloud Developers

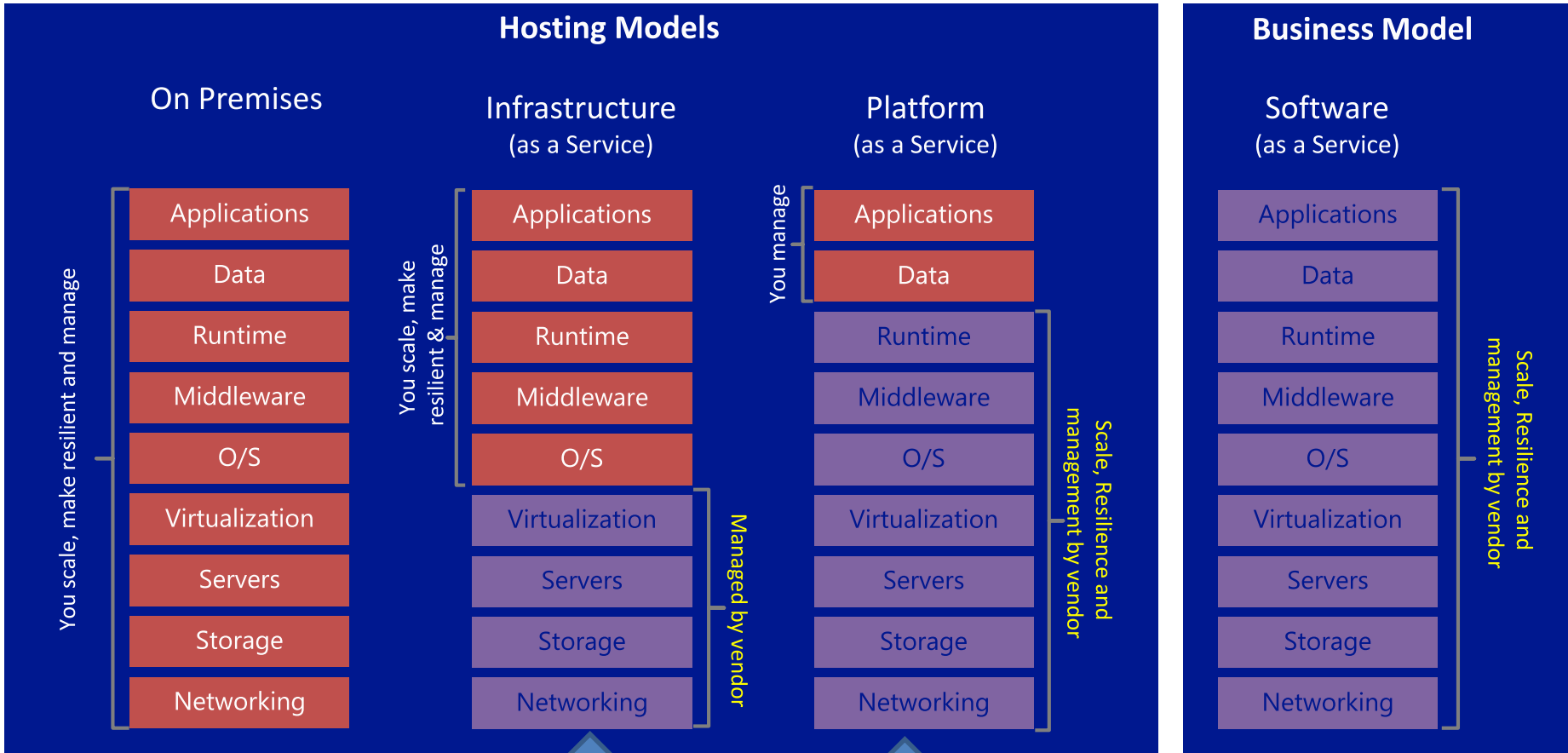
SUMMIT & EXPO 2014

- Agenda
  - Introduction to Hadoop on Azure (HDInsight)
  - How are customers using HDInsight?
  - Live Demo
  - How to get started
  - Q&A

Presentation and workshop content at:

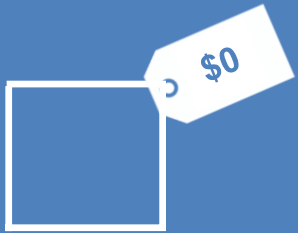
<http://1drv.ms/1yx2r0E>

# What is Azure?



**Azure is IaaS and PaaS**

# Why Hadoop in the Cloud?



No HW costs



Unlimited scale

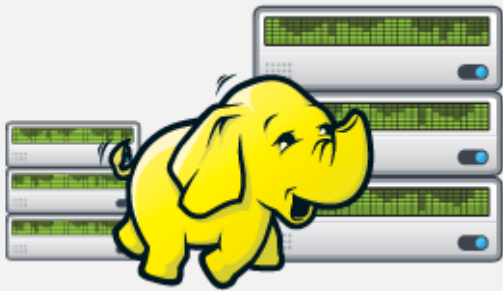


Pay what  
you need



Deployed  
in minutes

# Intro to Hadoop on Azure (HDInsight)



Apache Open Source Project

Highly scalable distributed file system (HDFS)

Distributed processing on data nodes

## Data Volumes



## Data Variety



## Data Velocity

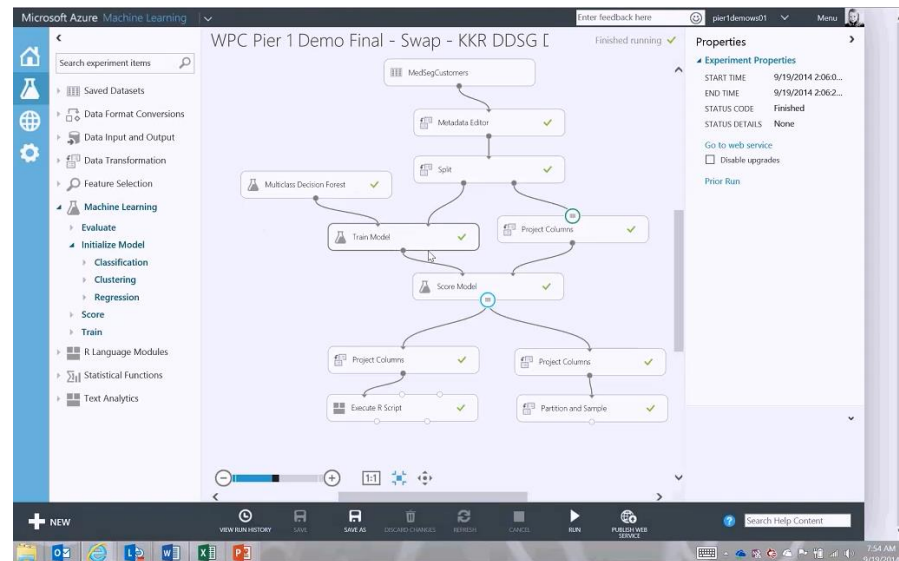


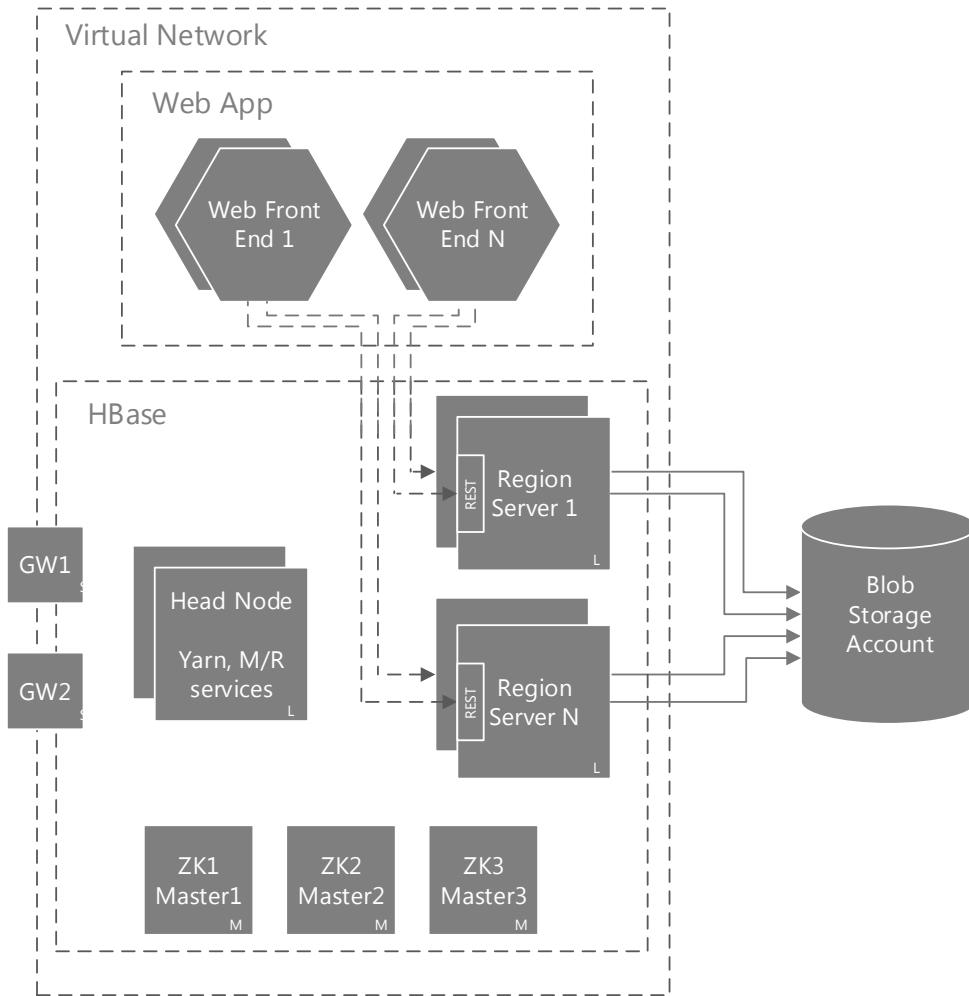
# How are Customers Using HDInsight?

## Azure HDInsight + Machine Learning

How Pier 1 uses HDInsight to improve and customize customer experience:

<http://www.youtube.com/watch?v=fN8Cixcc5yg>





# Architecture

Combined Hadoop+HBase cluster

- 500TB per storage account
- Persistent storage

Region and REST Servers

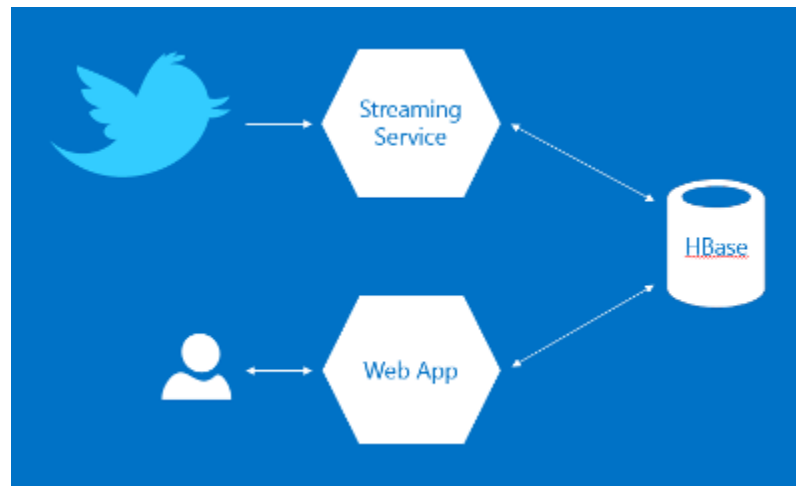
Gateway

APIs: REST, Java RPC

Security: Basic Auth, Virtual Network

# Demo

- Provision clusters in minutes
- Real-time analysis of Twitter sentiment using HBase in HDInsight  
<http://azure.microsoft.com/en-us/documentation/articles/hdinsight-hbase-analyze-twitter-sentiment/>





# How to get started

Self service portal is at <http://portal.azure.com>

- [30 day free trial](#)
- [MSDN benefits](#)
- [BizSpark](#) (for startup companies)
- [Azure for Universities](#)
- Enterprise Agreements

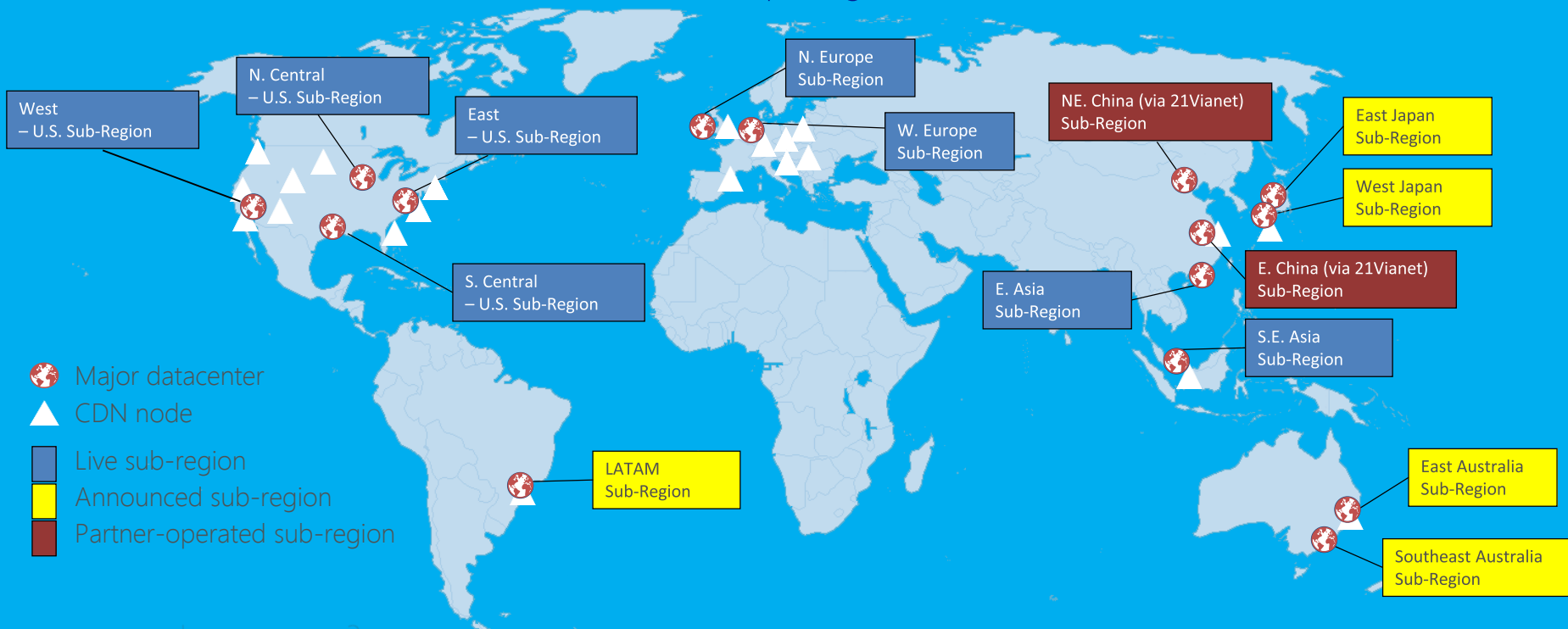
Q&A

# Global DC Presence

## North America Region

## Europe Region

## Asia Pacific Area



24 x 7 x 365 support.

89 markets worldwide.

2x Compute and storage every six months.