

The Forrester Total Economic Impact™ of Dell | Cloudera Apache Hadoop Reference Architecture Accelerated By Intel

Challenges and objectives

Forrester worked with Dell to analyze the total economic impact that Dell's Hadoop solutions has on four of its customers, who shared their business outcomes and objectives:

Gain competitive advantage and maintain customer relevance by utilizing big data.

Increase speed-to-market and grow sales.

Adopt Hadoop without having internal expertise or having to spend months or years developing expertise.

Create an optimized infrastructure architecture for performance and advanced analytics.

Access new types of data sources and gain new insights.



Summary of benefits

Through interviews and data aggregation, Forrester concluded that Dell | Cloudera Apache Hadoop Accelerated By Intel has the following financial impact:



ROI
97%*



Payback
6 months

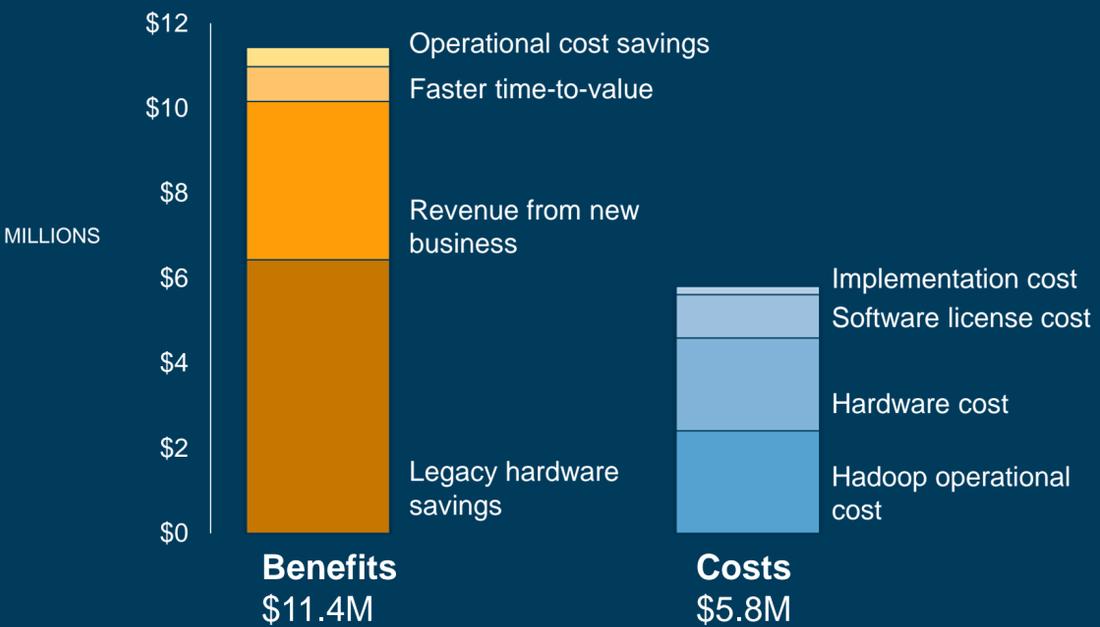


NPV
\$5.6M

More importantly, the TEI study quantified specific benefits, costs, and metrics that matter to customers:

Net Present Value

THREE YEAR ANALYSIS



“The value is that we were able to do analytics on data that we could never do analytics on before.”

~ Architect, Fortune 500 retailer

Qualitative benefits

The Dell | Cloudera | Syncsort Data Warehouse Optimization — ETL Offload solution:



Provides an initial use case for running ETL jobs in Cloudera Enterprise Hadoop improving SLAs for business reporting and increasing capacity for costly legacy EDWs.

Dell's Hadoop solutions by the numbers



\$58.5 Thousand
Net present value per Node.



20% - 30%
New services revenue growth.



1/12
Cost per terabyte compared to legacy analytics platforms.



6 months
Increased speed-to-market in deploying Dell's Hadoop Solutions

*A 97% ROI equates to \$1.97 of benefit for every \$1.00 spent.

Disclosures

The reader should be aware of the following:

- This document is an abridged version of a full case study: The Total Economic Impact Of Dell | Cloudera Apache Hadoop Reference Architecture Accelerated by Intel, November 2015. The document can be found at www.dell.com/hadoop.
- The study was commissioned by Dell and Intel and delivered by the Forrester Consulting group.
- Forrester makes no assumptions as to the potential return on investment that other organizations will receive.

Please read the full case study for additional disclosures.

TEI Methodology

Total Economic Impact™ (TEI) is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. The TEI methodology consists of four components to evaluate investment value: benefits, costs, risks, and flexibility. (forrester.com/marketing/product/consulting/tei.html)

Values of costs and benefits are representative of a composite organization constructed from aggregated feedback based on interviews with four Dell customers.