Hortonworks announces agreement with Avanade to deliver Big Data Solutions based on Microsoft technologies

PALO ALTO and SEATTLE—Oct. 13, 2014—Hortonworks, the leading contributor to and provider of enterprise Apache™ Hadoop®, today announced an alliance partnership with Avanade, a business technology, cloud and managed services provider, to build new big data solutions and services based on Microsoft technologies. Avanade's data analytics deployments for enterprise clients with Windows Server and Microsoft Azure environments will turn to Hortonworks Data Platform (HDP) on Windows and Azure HDInsight – Microsoft's 100 percent Apache Hadoop-based service.

Hortonworks has had a strategic partnership with Microsoft since 2011 as part of its Hadoop strategy. An eight time winner of Microsoft alliance partner of the year award, Avanade offers market-leading Microsoft expertise with 22,000 professionals globally.

Commenting on the alliance partnership, John Kreisa, Hortonworks vice president of strategic marketing, said, "The deep relationships both organizations have with Microsoft make this a natural alliance. Avanade has unparalleled breadth and depth in their understanding and work on Microsoft technologies. They will undoubtedly bring increased awareness for Hadoop in the enterprise and with the Hortonworks Data Platform be able to offer their customers a modern data architecture that enables better decision-making."

Avanade will include HDP in its portfolio of Data and Analytics professional services including its Data & Analytics Capability Assessment offerings. Avanade will also introduce new services to help its enterprise customers accelerate the adoption of Modern Data Warehouse leveraging Hadoop.

"As our customers engage on their digital journey, having the right solutions to leverage the volume and types of data being generated by the 'Internet of Things' is critical for achieving big benefits. Our alliance with Hortonworks based on Microsoft big data technology will help us empower our customers, realize results and drive business momentum in this area," said Steve Palmer, senior vice president, Avanade Data & Analytics.

As part of the alliance and to meet the demand in the market, Avanade is investing in preparing its more than 2,300 Data and Analytics professionals to enable big data and analytics through HDP and Azure HDInsight. This investment illustrates both organizations' dedication to growing ecosystems around Microsoft technologies.

"Both Avanade and Hortonworks are key partners for Microsoft in our efforts to help customers implement Hadoop projects," said Eron Kelly, general manager, data platform at Microsoft. "We have worked with Hortonworks for the past few years to contribute back to the Hadoop community and bring Azure HDInsight and HDP for Windows to the enterprise market. We are pleased Avanade is now working with Hortonworks and will bring their customer-centric focus on delivering business value to customers' big data Hadoop implementations."

Hortonworks will be attending Strata Conference, October 15-17, at the Javits Center in New York City. Together with the Hadoop community, Hortonworks will participate in discussions regarding the various enterprise data applications and its rapidly growing partner ecosystem. Avanade and Hortonworks will be

in booth 117 on Thursday, October 16 at 2 p.m. EDT, to discuss how this alliance can drive real data dividends.

Supporting Resources

- Avanade Data & Analytics services: http://www.avanade.com/en-us/offerings/pages/analytics-as-a-service.aspx
- Avanade: http://www.avanade.com
- Microsoft HDInsight: http://azure.microsoft.com/en-us/services/hdinsight/

Further reading

Enterprise Hadoop: www.hortonworks.com/hadoop
Hadoop and a Modern Data Architecture: www.hortonworks.com/mda
YARN Ready: http://hortonworks.com/partners/yarn-ready/
Become a Hortonworks Partner: http://hortonworks.com/partners/become-a-partner/

About Hortonworks

Hortonworks develops, distributes and supports the only 100% open source Apache Hadoop data platform. Our team comprises the largest contingent of builders and architects within the Hadoop ecosystem who represent and lead the broader enterprise requirements within these communities.

The Hortonworks Data Platform provides an open platform that deeply integrates with existing IT investments and upon which enterprises can build and deploy Hadoop-based applications.

Hortonworks has deep relationships with the key strategic data center partners that enable our customers to unlock the broadest opportunities from Hadoop.

For more information, visit www.hortonworks.com

About Avanade

Avanade helps customers realize results in a digital world through business technology solutions, cloud and managed services that combine insight, innovation and expertise focused on Microsoft technologies. Our people have helped thousands of organizations in all industries improve business agility, employee productivity and customer loyalty. Avanade combines the collective business, technical and industry expertise of its worldwide network of experts with the rigor of an industrialized delivery model to provide high quality solutions using proven and emerging technologies with flexible deployment models–on premises, cloud-based or outsourced. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture LLP and Microsoft Corporation and has 22,000 professionals in more than 20 countries. Additional information can be found at www.avanade.com

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