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## ZL launches real-time analytics for combined people data, business data, and machine data analysis

April 6, 2015 | By Pam Baker

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Today, ZL Tech announced its new Enterprise Analytics (ZL EA) which adds real-time, big data analytics to its ZL Unified Archive (ZL UA) big data governance platform. The company says that ZL EA allows merging and cross-analysis of three major but previously-segregated data categories: People data (unstructured human communications), business data (ERP, CRM, SaaS apps, etc) and machine data (log events, sensor data, etc).

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"For many businesses, the 'data lake' concept has proven to be a data mirage, with fractured architecture severely thwarting attempts at both governance and analytics," said Kon Leong, CEO of ZL Technologies, in a statement to the press.

"ZL Enterprise Analytics addresses this problem at the source, by bringing analysis capabilities directly into the single-platform ZL UA data management universe. This truly holistic analytics approach merges people data, business data and machine data for a big-picture perspective that is unavailable in most of today's myopic analytics tools."

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The holistic approach "contextualizes formerly isolated data sources, allowing different data streams to give powerful interpretive context to each other. The result is an analytics platform that tears down walls to data access, pooling all available content for spontaneous analysis as business questions naturally arise," according to the press release.

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It works by using a NoSQL database with adaptive compression algorithms, a text processing engine, an analytical engine for correlation and statistical analysis, and a graph data store with a graph computation engine scalable to trillions of data points.

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"An integrated web harvesting engine then works alongside, gathering information from external sources like Wikipedia and Wordnet that is used to build entities across different data sources into models pertaining to customers, partners, suppliers, events, products and the like," a company spokesperson explained. "The incoming data stream can then be mapped via machine learning algorithms and categorized into an enterprise entity model, which in turn can be used as an enterprise knowledge graph."

This is an innovative approach to a continuing problem in big data analytics. As we

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discussed here at FBD many times, it's crazy how many times data is finally integrated just to be siloed again in the analytics. It's good to see many vendors focusing on new and different ways to address that problem.

Share your thoughts on ZL's "holistic approach" versus data lakes in the comments below. Which do you prefer and why?

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