

# Apama Streaming Analytics

**Extract instant value  
from your fast data**

Unless you can stop time,  
you have to act on streaming  
data *now*.

As big data and fast data proliferate, more and more streams of data are being generated in real-time from a myriad of data sources, such as market data, mobile devices, Internet of Things (IoT) sensors, clickstream analysis as well as business internal transactional systems. Real-time insights can be derived from this data in motion to give a competitive edge to agile organizations that want to act on these insights before they lose their value. The Apama streaming analytics platform enables organizations to exploit perishable insights—now! It enables informed decisions to be made at speed and scale by integrating real-time analytics and decisioning into an organization’s transaction-executing systems.

The Apama streaming analytics platform is recognized as a leader in “The Forrester Wave™: Big Data Streaming Analytics Platforms, Q3 2014.”

It is the most technically complete and business-ready platform that offers:

- Rich analytics – aggregations, temporal, filtering and location
- Blending of real-time and historic data for deeper, richer analytics
- Business-level tooling
- Rich visualization and visual analytic tools
- High performance messaging for mobile, Web and IoT
- Extreme scale and performance
- In-memory architecture
- Support for predictive analytics and models



Apama streaming analytics architecture

## What is a streaming analytics platform?

*“Software that can filter, aggregate, enrich and analyze a high throughput of data from multiple disparate live data sources and in any data format to identify simple and complex patterns to visualize business in real-time, detect urgent situations, and automate immediate actions.”*

— Forrester Research, Inc. **The Forrester Wave™: Big Data Streaming Analytics Platforms, Q3 2014, July 2014**

The Apama streaming analytics platform is built on an in-memory architecture that enables real-time processing of extremely fast, large data volumes—orders of magnitude larger than traditional database-based IT architectures. The platform captures data from any device with low latency. It then performs analytics on this streaming data, also referencing historic information where necessary, to identify business patterns that have happened or are about to happen. All of this performed is in-memory. Visualizations and visual analytics for business users support both human-oriented and automated intelligent actions.

Apama streaming analytics seamlessly fuses the capabilities of these Software AG products:

- Apama complex event processing is the leading platform of its kind and lies at the heart of Apama streaming analytics. It is used in 200 organizations worldwide to provide continual visibility into operations and to take immediate, automated action.
- Terracotta BigMemory is the leading in-memory data management technology. It gives in-memory access to terabytes of data, enabling the operationalization of historic big data and its blending with real-time streaming data.
- Universal Messaging provides very high-performance, robust messaging, enabling communication of real-time data from and to any application, platform and device, including Web, mobile, MQTT and numerous enterprise applications.
- Presto visual analytics provides interactive dashboards and visualizations for business users on mobile and desktop devices.

Apama streaming analytics has been deployed in numerous organizations worldwide: for example in financial services with banks such as in Australia and New Zealand Bank, the Royal Bank of Canada, Unicredit and DBS, in manufacturing with Manuvis, in logistics with Royal Dirkzwager and in telecommunications with Turkcell. It supports a wide range of use cases, such as real-time operational visualization, fraud detection and prevention, IoT data analysis, situational awareness, location-based asset optimization, e-commerce, continuous risk and compliance monitoring, and faster response to opportunities and threats.

*Are you ready to exploit real-time insights before they perish, and turn them into your advantage?*



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