

Genus Mining Integrator for NonStop SQL Software

Data sheet



Genus Software and HP have assembled an exclusive collection of HP Zero Latency Enterprise (ZLE) and data mining applications and tools that leverage industry-leading partner products for data mining and business analytics. These tools make HP the primary supplier of closed-loop, real-time analytics in the world.

This product, Genus Mining Integrator for NonStop SQL Software, combines with and links together products from MicroStrategy, SAS, and HP to reduce dramatically the time to mine data, create models to target future events of interest, deploy the models onto HP NonStop servers, and trigger real-time events of interest. The toolset enables NonStop server customers to identify and trap events to detect up-sell opportunities, potential fraud, or adverse business conditions.

Key features and benefits

- Dramatically reduces costs to identify and develop new, targeted sales campaigns
- Reduces data mining and development cycle time from months to weeks or days
- Identifies patterns of data
- Enables the rollout of new applications to trap real-time events of interest

The Genus Mining Integrator for NonStop SQL Software reduces dramatically the time to mine data on HP NonStop servers.

Mining data with RTSC solutions

An HP Real Time Supply Chain (RTSC) Data Store—the heart of an HP RTSC solution—contains integrated and current data from across an enterprise. It resides in an HP NonStop SQL Database on a NonStop server platform and contains the source data for finding useful, previously undiscovered patterns in enterprise-wide data. For example, people can use data mining to analyze marketing campaign results to find the factors that distinguish those individuals who responded favorably to the campaign from those who did not. Examples of potentially significant factors are marital status, disposable income, hobbies, and recent product purchases. After these factors are identified, they can be used in future campaigns to send marketing materials to only those customers likely to respond favorably.

Data mining requires much more than simply buying a tool and connecting it to a large database. In RTSC solutions, data mining is performed through a four-step process with supporting tools. These steps are presented as follows.

Step 1: Data preparation

The first step involves exploring and transforming data by using a high-level, logical data model for representing and manipulating data. The Genus Mining Integrator provides a powerful data preparation tool with an easy-to-use graphical user interface (GUI) and automatic SQL generation that works with the MicroStrategy Business Intelligence toolset. The data preparation tool uses the latest, highly parallel NonStop SQL/MX data mining functions to access and transform data quickly and efficiently.

Step 2: Data transfer

The second step requires a highly efficient transfer of large data sets from the RTSC Data Store to an analytical server for detailed, non real-time analysis. The Genus Mining Integrator provides highly parallel transfers of large data sets using an intuitive Web browser interface. The data transfer tool transfers a table from the RTSC Data Store directly into an SAS data set for detailed data mining by the SAS Enterprise Miner application, which runs on an HP-UX or Microsoft® Windows® operating system–based analytical server.

Step 3: Model deployment

The third step requires a tool to transfer desired statistical profile models from an SAS repository to a RTSC Data Store. Models in the SAS repository can be viewed by using the Genus Mining Integrator Web browser interface. Then desired models are deployed in a RTSC Data Store through the same Genus Mining Integrator interface.

Step 4: Real-time scoring and the recommender

The fourth step involves using the deployed statistical models to score new, incoming RTSC data, such as clickstream data from Web orders and live interactions between customers and point-of-sale service representatives. The Genus Mining Integrator links with a real-time ZLE Recommender service (developed using the ZLE Developer's Toolkit). The Recommender tool executes SAS models, deployed in the previous step, to score the incoming data. In this way, developers can execute rules based on data mining scores, enabling them to provide targeted up-sell opportunities, detect fraud, and more, in real time.

Technical specifications

System requirements

Hardware	NonStop S-series server (not available on HP NonStop S700B or S70000 Servers) 2 GB memory per processor
Software	HP NonStop Kernel Operating System Release Version Update (RVU) G06.18 or later NonStop SQL Database NonStop ODBC/MP Software Java™ runtime environment and HP NonStop JDBC/MX Type 3 Driver MicroStrategy Intelligence Server (per user) MicroStrategy Architect (per user) MicroStrategy Agent (per user) SAS Enterprise Miner (order from SAS)

Supported HP platforms

Hardware	NonStop server (for NonStop SQL and RTSC-based components) HP server running HP-UX, Windows NT®, Windows 2000, Windows 2000 Professional, or Windows XP operating system (for data mining components)
Software	NonStop Kernel Operating System RVU G06.18 or later HP Open System Services (OSS) environment HP-UX, Windows NT, Windows 2000, Windows 2000 Professional, or Windows XP operating system

Ordering information

Part number	Order process: Order one of the following
YN01V1H	First NonStop server node (order from HP)
YN04V1-H	Each additional NonStop server (order from HP)
YN01V1-HE	Evaluation (no-cost for first 90 days—order from HP)
YN01V1-HP	Proof-of-concept (no cost during the process; ordered and administered by HP Services)

Upgrading

Customers that previously purchased the Genus Mart Builder may upgrade to the full Genus Mining Integrator by ordering the following products, as needed:

Part number	Order process: Order one of the following
YN02V1U-H	First NonStop server node (order from HP)
YN05V1U-H	Each additional NonStop server (order from HP)

For more information

For more information about the Genus Mining Integrator for NonStop SQL Software, visit <http://zle.inet.cpqcorp.net/object/RTSCKEYCTS.html>.

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For more information, visit
<http://zle.inet.cpqcorp.net/object/RTSCKEYCTS.html>.
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