# Big Data : IBM renforce l'efficacité des solutions analytiques avec le rachat de Vivisimo

**Paris, France - 26 avr. 2012: Paris – 26 avril 2012 --** IBM (NYSE: IBM) annonce aujourd'hui l'acquisition de Vivisimo, une entreprise non cotée spécialisée dans l'édition de logiciels intuitifs permettant aux entreprises de tirer profit de l'explosion des volumes de données (« big data »). Ses solutions offrent à ses clients la possibilité de trouver efficacement les informations pertinentes dont ils ont besoin quel que soit l'endroit, l'état et le format dans lesquels elles se trouvent.

Vivisimo compte plus de 140 clients, gouvernements ou entreprises, tels qu'Airbus, l'U.S. Air Force, la Sécurité sociale américaine, l'U.S. Navy ou Procter & Gamble.

## IBM Advances Big Data Analytics with Acquisition of Vivisimo

**Armonk, NY – 25 April, 2012 --** IBM (NYSE: IBM) today announced a definitive agreement to acquire Vivisimo, a leading provider of federated discovery and navigation software that helps organizations access and analyze big data across the enterprise. Vivisimo is a privately held company based in Pittsburgh, Pennsylvania. Financial terms were not disclosed.

Vivisimo software excels in capturing and delivering quality information across the broadest range of data sources, no matter what format it is, or where it resides. The software automates the discovery of data and helps employees navigate it with a single view across the enterprise, providing valuable insights that drive better decision-making for solving all operational challenges.

Today's news accelerates IBM's big data analytics initiatives with advanced federated capabilities allowing organizations to access, navigate, and analyze the full variety, velocity and volume of structured and unstructured data without having to move it.

The combination of IBM's big data analytics capabilities with Vivisimo software will further IBM's efforts to automate the flow of data into business analytics applications, helping clients better understand consumer behavior, manage customer churn and network performance, detect fraud in real-time, and perform data-intensive marketing campaigns.

"Navigating big data to uncover the right information is a key challenge for all industries," said Arvind Krishna, general manager, Information Management, IBM Software Group. "The winners in the era of big data will be those who unlock their information assets to drive innovation, make real-time decisions, and gain actionable

insights to be more competitive."

"Businesses need a faster and more accurate way to discover and navigate big data for analysis" said John Kealey, Chief Executive Officer, Vivisimo. "As part of IBM, we can bring clients the quickest and most accurate access to information necessary to drive growth initiatives that increase customer satisfaction, streamline processes, and boost sales."

IBM estimates 2.5 quintillion bytes of data are created every day from a variety of sources including sensors, social media, and billions of mobile devices around the world, making it difficult for businesses to navigate and analyze it to improve competitiveness, efficiency, and profitability. IDC estimates the market for big data technology and services will grow at an annual rate of nearly 40 percent to reach $16.9 billion by 2015.

Vivisimo brings over a decade of experience and innovation in data navigation and visualization technologies for both structured and unstructured data, making it easier for business users to get value from all of their data and content. Vivisimo's ability to index and search data across multiple repositories is a distinguishing capability, applicable to all industries and clients.

Vivisimo has more than 140 customers in industries such as government, life sciences, manufacturing, electronics, consumer goods and financial services. Clients include Airbus, U.S. Air Force, Social Security Administration, Defense Intelligence Agency, U.S. Navy, Procter & Gamble, Bupa, and LexisNexis among others. Upon the closing of the acquisition, approximately 120 Vivisimo employees will join IBM's Software Group. IBM will incorporate Vivisimo technology into its big data platform.

**IBM Expands Partner Ecosystem for Big Data Platform**

IBM is unique in having developed an enterprise big data platform that allows clients to manage, access, and gain intelligence on the full variety, velocity and volume of structured and unstructured data.

IBM's big data platform is based on open source Apache Hadoop. The platform makes it easier for data-intensive applications to manage and analyze petabytes of big data by providing clients with an integrated

approach to analytics, helping them turn information into insights for improved business outcomes.

The platform provides clients with the industry's broadest array of advanced business analytics, Hadoop-based analytics, stream computing, data warehousing, integration, visualization, systems management, governance, and consulting services.

IBM's approach to big data challenges is differentiated as it blends traditional data management technologies that are well suited for structured, repeatable tasks, together with complementary new technologies that address speed and flexibility, and are ideal for data exploration, discovery and unstructured analysis.

IBM is expanding its big data platform to run on other distributions of Hadoop, beginning with Cloudera. Cloudera is a top contributor to the Hadoop development community, and an early provider of Hadoop-based systems to clients across a broad range of industries including financial services, government, telecommunications, media, retail, energy and healthcare. As a result, Cloudera Hadoop clients can now take advantage of IBM's big data platform to perform complex analytics and build a new generation of software applications.

IBM has the industry's broadest portfolio of big data capabilities with software, hardware, services, and innovations developed by IBM Research such as the Watson system. Over 100 IBM Business Partners have adopted IBM's big data platform, bringing a new class of solutions to market and extending the reach of IBM analytics offerings for clients.

For more information on IBM's big data platform, visit ibm.com/bigdata.

For more information on Vivisimo, visit www.vivisimo.com.

**About Vivisimo, Inc.**

Vivisimo provides enterprises with information optimization solutions that help maximize the business value of information.  Unlike traditional information management products, Vivisimo's innovative solutions help end-

users find and take advantage of all appropriate and available information, regardless of source, location or type. Vivisimo's innovative technology is delivered with a focus on end-user satisfaction and application control through easy-to-use interfaces, flexible security management and a modern architecture that enables quick deployment. Vivisimo products are available as standalone information optimization applications or as OEM versions embedded within partner applications and solutions. Vivisimo serves its clients from headquarters in Pittsburgh, USA, and through partners around the world. Visit [Vivisimo.com](http://Vivisimo.com) for more information and the Information Optimized Blog at [informationoptimized.com](http://informationoptimized.com).