

Slashing the Cost and Time of Analyzing Massive Data Sets

"When it comes to performing complex analysis of massive data sets, PDQ-Explore's powerful analytical processing is faster and more complete than anything else on the market. PDQ-Explore makes finding the 'needle in the haystack' possible and affordable."

-- William H. Frey, Ph.D.,
Research Professor,
Population Studies Center,
University of Michigan;
Visiting Fellow, Brookings
Institution

Public Data Queries (PDQ) is a provider of hosted analytical application solutions for organizations seeking to derive rapid, actionable business insights from terabytes of data in a fraction of the time and cost of traditional business intelligence (BI) solutions. PDQ hosted analytical application solutions are powered by PDQ-Explore™, which is based on high-performance, scalable, parallel computing technology that enables in-depth analyses to be performed on data sets comprising billions of records while using commodity PC hardware.

PDQ-Explore technology enables unlimited ad hoc analysis and high-throughput, customized reporting through an easy-to-use custom Web browser interface. PDQ-Explore hosted application solutions deliver query results 250 to 1000 times faster and at half the cost than other BI solutions. With PDQ, companies can fundamentally change the cost structure of analyzing massive data sets, rapidly getting answers to problems that were previously too difficult or costly to solve.

PDQ-Explore Hosted Application Solution Benefits:

Greater Business Visibility and Flexibility

- Gain critical business intelligence from data that was previously too difficult or too costly to access and analyze
- Rapidly expand analysis and reporting initiatives without significant hardware purchases and additional operational overhead
- Leverage timely, more precise analyses to drive better decision-making
- Improve product quality by reducing root cause analysis time
- Identify and monitor top performing suppliers and partners
- Perform rapid deep dive analysis to further investigate emerging issues and opportunities

Lowered Total Cost of Operation

- Get query results 250 to 1000 times faster and at half the cost of other BI solutions
- Leverage high performance, scalable parallel computing to run applications hosted on PDQ's commodity PC hardware
- Reduce software licensing fees and better leverage your hardware investments
- Reduce strain on current IT investments and resources
- Achieve greater leverage of existing data and applications, including metadata
- Exploit true linear scalability to quickly and cost-effectively expand application capabilities

Rapid Custom Reporting and Analysis

- Custom web-based applications to harness and analyze all desired data sets
- Intuitive custom Web-based interface to drive rapid end-user adoption
- Industry-standard security capabilities to support unique customer requirements
- Intuitive graphical reporting formats to meet diverse user requirements and roles
- Generate presentation-quality reports

Extremely Fast and Flexible Ad Hoc Analysis

- Perform unlimited ad hoc analysis and reporting across billions of records in seconds and minutes, not hours or days
- Refine questions and perform sequential follow-up queries and analysis without additional development costs
- Provide analysts with unrestricted views into massive data sets

Proven Results

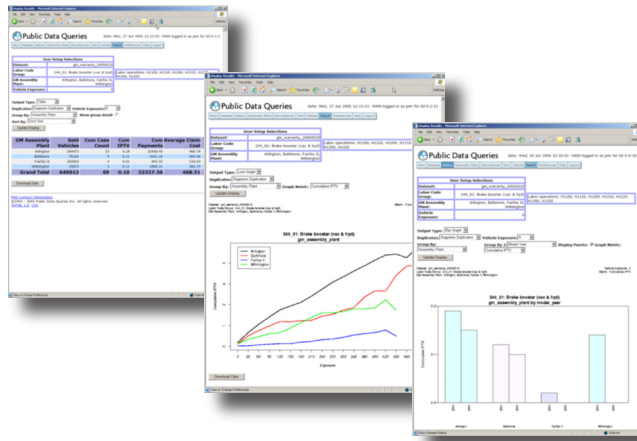
- NHTSA TREAD History – A complete report on over 50,000 cells produced in one minute from a data set containing 50 million vehicles and 350 million warranty claim records
- Census data – 16 million records comprising 3 gigabytes of data produce a typical ad hoc query in .5 seconds on low-end PC hardware
- Warranty data – A typical ad hoc query on 350 million warranty claim records and 50 million vehicles can be answered in 1 to 2 seconds on commodity PC hardware located at PDQ. Complex part level warranty metrics can be calculated for thousands of specific part applications.
- Minimum 40% savings in TCO

PDQ-Explore Technology Capabilities:

Scalable and Extensible

- Based 100% on standard off-the-shelf hardware
- Leverages commodity PC technology (64-bit processors and RAID)
- Fully exploits parallel, cluster or multi-core processor configurations
- Natural hierarchical database structure facilitates rapid query and analysis execution by eliminating costly and time consuming table joins on massive data sets
- System architecture supports continuous, refined ad hoc queries on billions of records using commodity PC hardware – in seconds and minutes, not hours
- Analysis-oriented query language provides immediate, actionable business information – not just summary results
- Innovative data compression minimizes storage requirements and enables rapid transfer and efficient processing of query data
- True compiled query technology provides substantial performance gains over traditional SQL solutions
- Inherent parallel processing architecture provides the flexibility to meet evolving customer performance and scalability requirements

PDQ-Explore offers high-throughput, customized Web-based reporting capabilities for tables and a variety of graphing output styles.



PDQ-Explore hosted applications are powered by innovative enterprise analytic technology that offers substantial improvements in the way massive data sets can be stored, processed and analyzed. Based on high-performance, scalable, parallel computing technology, the PDQ-Explore query engine is capable of performing analysis on billions of records using commodity PC hardware.

PDQ-Explore hosted applications facilitate unlimited ad hoc analysis and reporting, delivering query results 250 to 1000 times faster than other business intelligence solutions – and at half the cost.

Working with PDQ

PDQ professionals possess over 70 person-years of multi-terabyte data reporting and analysis, successfully hosting complex custom applications for federal and state government agencies and Fortune 500 organizations. PDQ's commitment to quality, integrity and security ensure your data will be processed, analyzed and reported with the highest level of accuracy.

We consult with our clients to determine the following:

- Identify applications that can deliver greatest business impact
- Identify application ROI and timeframe
- Conduct application definition study
- Deliver proof of concept application
- Develop, deploy and operate production-ready application
- Deliver customized reporting to meet diverse client needs