

## **Xplenty Integrates With Avlino's Acelero to Accelerate 'Time-to-Insight'**

*Partnership will streamline batch processing within Xplenty's leading big data preparation platform*

San Jose, CA ([PRWEB](#)) February 26, 2015 -- Xplenty, the big data processing platform that makes it easy to process more data more quickly, today announced a partnership with Avlino, leading big data solutions provider, to further accelerate batch processing within Xplenty's category-leading software.

Under the partnership, Xplenty's cloud-based, easy-to-use, processing engine, powered by Hadoop, will integrate with Avlino's Acelero software, reducing data preparation time so that businesses can unlock insight from data more quickly. The combined solution, available now to Xplenty's Amazon Web Services (AWS) users, will support Rackspace, Google Cloud Platform, and IBM's SoftLayer later this year.

Data processing today is slow and cumbersome, with most data scientists and business analysts spending up to 80 percent of their time preparing raw data for analytics.\* Xplenty streamlines every aspect of data integration and processing, reducing time spent and allowing businesses to focus on insight over preparation. Available on the cloud, and accessible without any Hadoop expertise or background writing code, Xplenty is completely scalable across an organization, ensuring big data optimization and insight without having to invest in hardware, software, or related personnel.

Avlino's Acelero is a code-free plugin that accelerates processing jobs, having demonstrated 150-300 percent performance improvement in job execution in customer trials. By integrating Acelero into Xplenty, Xplenty will shorten "time-to-insight" for customers processing raw data through its platform, enabling businesses to more quickly and easily benefit from the opportunities offered by big data. Also, by streamlining's Xplenty's batch processing capabilities, Xplenty customers save valuable resources.

"Today, we have the most scalable big data processing platform available," said Yaniv Mor, Xplenty's CEO. "Acelero will further optimize the analytics processing time for our customers, helping them unlock insights sooner while also reducing resources previously needed. This partnership supports our mission to shorten the gap from raw data to analytics, while making things even easier for data scientists and business analysts who already spend too much time cleaning data."

Acelero is a completely transparent, plug-and-play solution. Partners and users are not required to make any code changes or modify the dataflow to adopt the solution and gain acceleration benefits.

"Ease of use and optimization of IT and operational resources are essential for data analytics," said Ramana Jampala, Avlino President & CEO. "We are excited about the partnership with Xplenty, which is an industry leader in the data processing category. The Acelero solution further enhances its value proposition and support Xplenty's efforts as they continue gaining clients in the U.S."

For more information about the Xplenty and Avlino partnership and integration, attendees of Strata + Hadoop World, San Jose, can find Avlino at booth #P20.

For more information about Xplenty, please visit: [www.xplenty.com](http://www.xplenty.com).



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#### About Xplenty

Xplenty's platform allows organizations to integrate, process, and prepare data for analytics on the cloud. By providing Hadoop processing in a coding and jargon-free environment, Xplenty ensures businesses can quickly and easily benefit from the opportunities offered by big data without having to invest in hardware, software, or related personnel. With Xplenty, every data professional can have immediate connectivity to a variety of data stores and a rich set of out-of-the-box data transformation components. To learn more or to sign up for a 14 day free trial, please visit <http://www.xplenty.com> and follow us on [Twitter](#).

#### About Avlino

Avlino is a leading Big Data solutions provider for multiple market segments. Whether a company is a first time adopter, or has a large team operating Big Data solutions, Avlino has the right set of solutions to optimize the infrastructure and realize the best ROI. Avlino's Big Data solutions significantly improve the IT infrastructure efficiency of Cloud Service providers, web 2.0 & social media companies, and leading enterprises. Founded in 2013, Avlino is backed by prominent investors and guided by an industry-leading Advisory Board. Additional information about Avlino and Acelero can be found on [www.avlino.com](http://www.avlino.com).



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