

The Insider

May 26, 2016

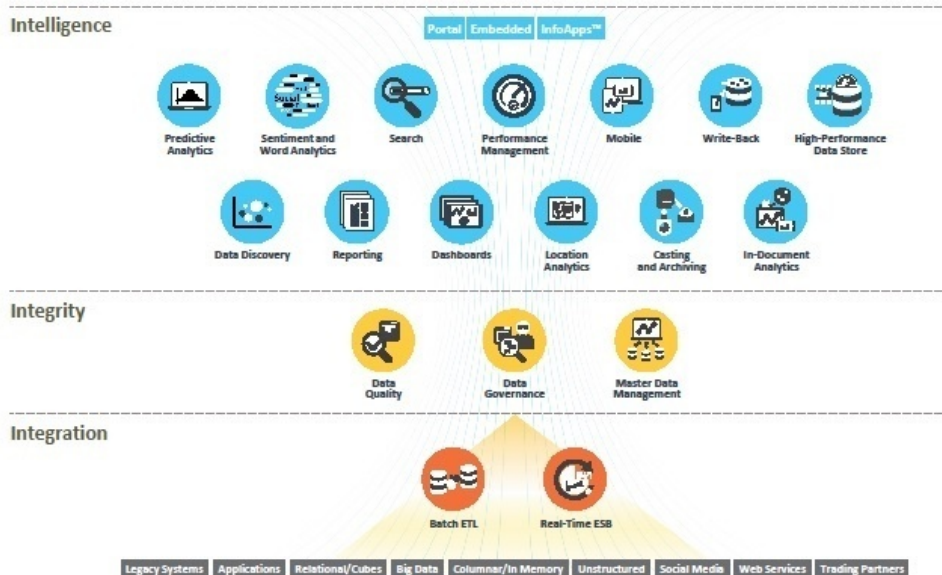
Information Builders plugs the gap

May 19, 2016 by Lynn Greiner

A quarter of business data is inconsistent data. To address this issue, Information Builders created the Omni Gen Platform, a software component of IB's Master Data Management solution, which enables enterprises to take advantage of the true value of their data.

Power your Data with IB's "3 Is": Intelligence, Integrity, and Integration.

"We're in the smartphone generation [...] people don't want to wait 24 hours for ETL (extract, transform, load) – they want it right away. We need to deal with data in real time. But, at the same time, we need to ensure the integrity of the data adds value. We can build reports till the cows come home, but if the data is suspect, so are the results," noted Jeremy Ballanco, VP, iWay software sales at IB. [Read more](#)





Shogo Cottrell, security strategist, HPE Security, Hewlett Packard Enterprise

Know thyself, know thy enemy

May 24, 2016 by Denise Deveau

HPE is changing the way cyber security operations are positioned. “The Business of Hacking,” HPE’s newest security whitepaper provides a comprehensive view of cyber security risks from a non-IT perspective.

HPE optimizing cyber security strategies

Building on insight into how the business of cybercrime works, “The Business of Hacking” provides readers with tools and techniques to develop understanding of where to apply business logic in creating security strategy. “Some executives may not fully understand the technical aspects of an attack, but they certainly know how to compete – and how to create a profit. It’s a different mindset on how you think about security and protection” explained Shogo Cottrell, security strategist, HPE Security, Hewlett Packard Enterprise. [Read more](#)

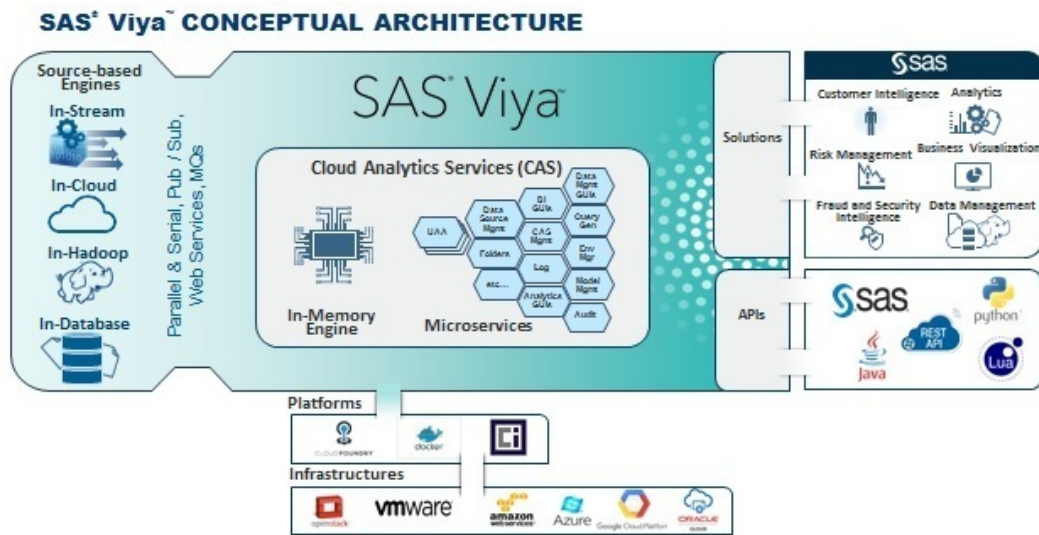
Hybrid vigour

May 12, 2016 by Lynn Greiner

SAS Institute has built Viya, an open enterprise analytics tool that is “built for the cloud, but that does not require the cloud,” according to Oliver Schaberberger, VP analytics server research, and development at SAS Institute.

Leveraging the power of cloud

Running on multiple clouds, Viya offers customers a way to harness the power of the cloud across different providers. And by integrating a variety of capabilities, SAS enables simple, but more flexible use of data. [Read more](#)



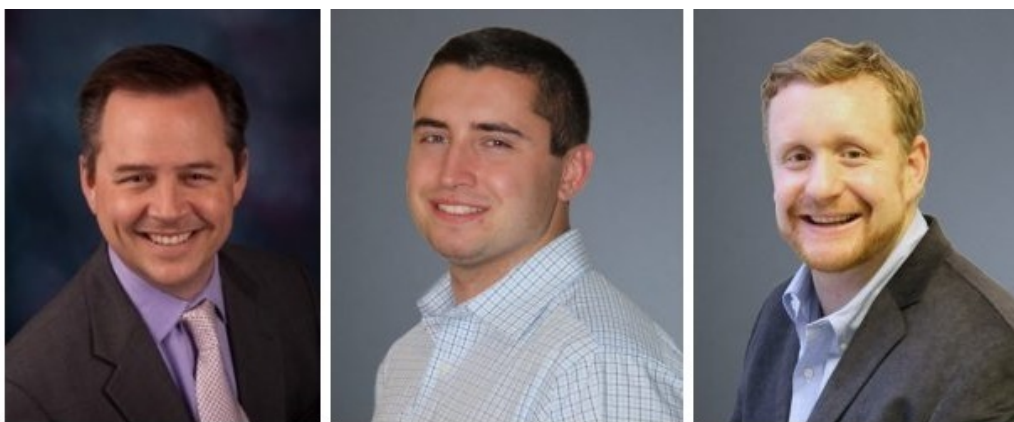
451 Research: ERM Advanced Telematics betting on IoT opportunity beyond traditional telematics

May 16, 2016 posted by Mary Allen

Recent insight from 451 Research, the “ERM Advanced Telematics betting on IoT opportunity beyond traditional telematics” report details the IoT strategy that is enabling ERM, a provider of vehicle security and GPS tracking systems, to address new and emerging markets.

ECom technology: an automotive solution

Among other services, ERM aims to leverage IoT to link location and proximity-based solutions with safety capabilities to provide new approaches to tracking vehicles and people, monitoring driver behaviour, and performing vehicle diagnosis. [Learn more about ERM strategy](#)



451 Research: Christian Renaud, research director, Internet of Things, David Immerman, research associate, and Brian Partridge, VP, research & consulting

About InsightaaS

The Insider is a bi-weekly e-newsletter that, like its parent website InsightaaS, is dedicated to exploring "the 'why' in enterprise technology."

Our enews offers unique and depth perspective on Analytics, Cloud, Data Centre, IT Management (including security), The Internet of Things, and Vitamin Y, a concise view of industry trends and events. If you are interested in staying current with our research, featured content and editorial coverage in these areas, click on any of the articles in this e-newsletter. If you are interested in a steady stream of thought leadership, click on the link below and we'll subscribe you!

If you'd rather not hear from us again, just use this link: Unsubscribe from *The Insider* by [clicking here](#).

We look forward to sharing Insights with you in the months to come!

[Subscribe to The Insider by clicking here.](#)

© 2010 - 2021 Designed by NewPathConsulting.com | 5000 Yonge Street, Suite 1901
Toronto, Ontario M2N 7E9 Canada

[Preferences](#)

[Unsubscribe](#)

Powered by [Mad Mimi](#)®
A GoDaddy® company