



FOR IMMEDIATE RELEASE:

Avlino Announces Acelero – an Analytics Acceleration Solution for all Major Distributions of MapReduce

Plug and Play Product Offers 150 – 300% Performance Improvement in Customer Trials

Come see us at Strata Hadoop World in San Jose!!! February 18-20th 2015

Booth P#20 in the Innovators Pavilion

Holmdel, NJ, February 18, 2015 – Avlino Inc. (Avlino.com) announces Acelero – a plugin software solution to accelerate analytics processing jobs – at the Strata + Hadoop World, San Jose. Supporting all the major distributions of MapReduce, Acelero has demonstrated 150-300% performance improvement in analytics job execution in customer trials.

Web 2.0, Social Media, and Ad Tech companies can adopt the plug and play Acelero solution to see an immediate business impact from the accelerated analytics. The faster companies can run analytics, the more data they can process, and the more data they process, the more accurate and finer is the insight generated. This additional insight directly leads to increased revenue and realization of other key business objectives.

Companies that leverage Cloud infrastructure for running analytics jobs, see dual advantage by adopting Acelero software. In addition to faster analytics, the system resources usage, especially CPU and memory, is reduced by as much as 50%. This reduced system resources usage leads to dramatic reduction of customers' cloud infrastructure leasing cost.

Acelero is particularly suited to heavy processing loads such as Batch jobs, ETL, ELT, Machine Learning and others. In addition to MapReduce, Acelero is effective for Pig and Hive applications as well.

“With data doubling every 12 months, analytics infrastructures are under pressure to cope with the data deluge” said Ramana Jampala, Avlino CEO and founder. “Cloud technologies and virtualization have obsoleted hardware acceleration solutions, and In-Memory analytics are suited only for smaller data sized jobs. New computing paradigms are needed to store, retrieve and analyze data. Avlino innovated Acelero, a plugin and transparent software solution, which propels analytics jobs to run up to 300% faster.”

Acelero is a completely transparent solution – customers neither have to make any code changes nor have to modify the dataflow to adopt the solution and gain acceleration benefits. Acelero integrates

with MapReduce distributions using the standard plugin interfaces. Acelero V1.1.0 is available immediately and a free trial version can be downloaded from the Company website after an approved registration.

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. The company is headquartered in Holmdel, NJ.

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