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# Data Management for the Era of Big Data

## Innovation that Matters to Your Business

Danilo Novelli  
Director, WW Database Sales



without analytics

# Big Data

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is just a bunch of data

**MYTH:** Big Data is only about large datasets; let's say larger than what you have

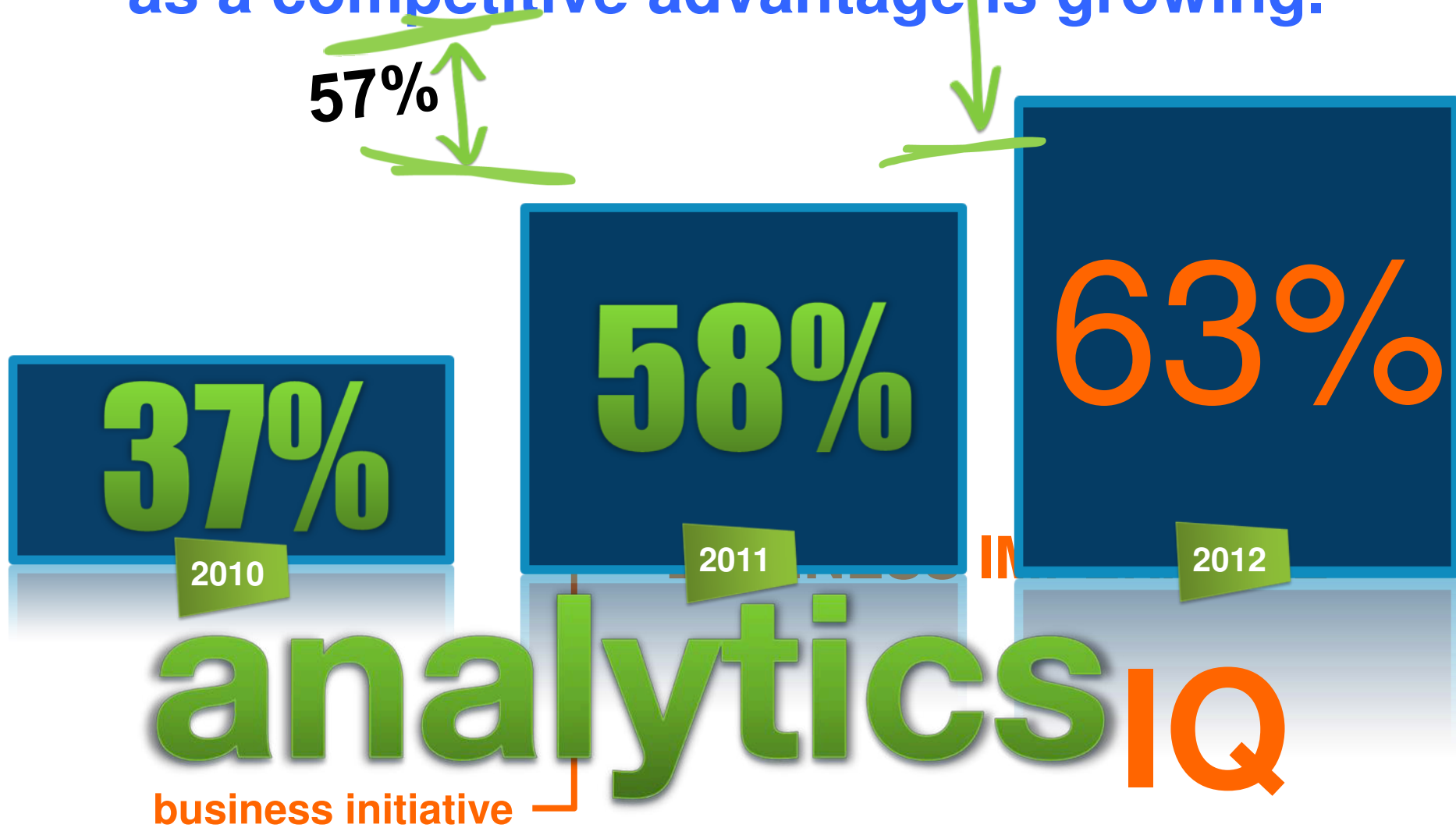
**MYTH:** Big Data means Hadoop..that's it

**MYTH:** Big Data means 'rip-and-replace', no need for RDBMS and governance

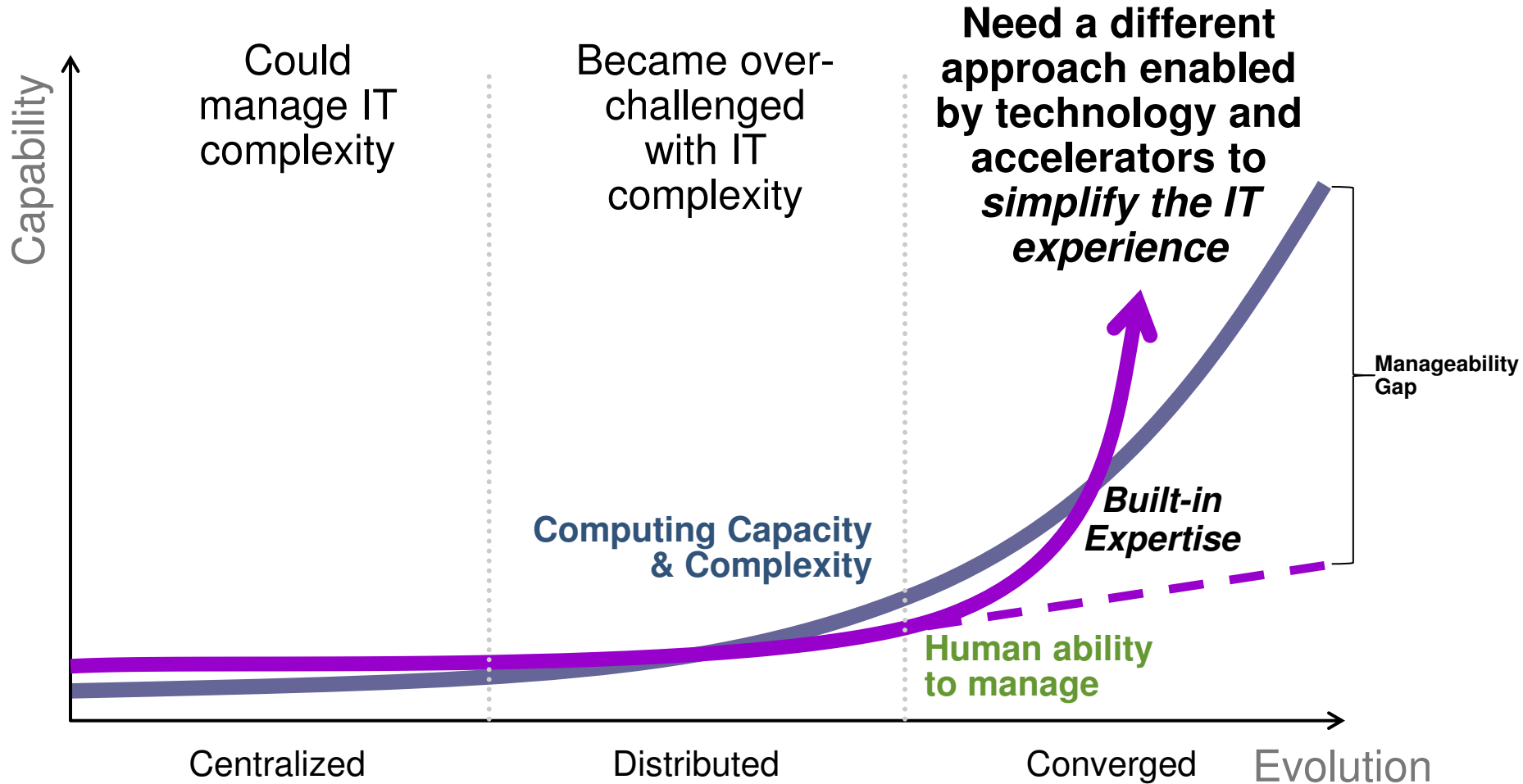
**MYTH:** NoSQL means no SQL

**MYTH:** Big Data means unstructured data for sentiment

The number of organizations who see analytics as a competitive advantage is growing.

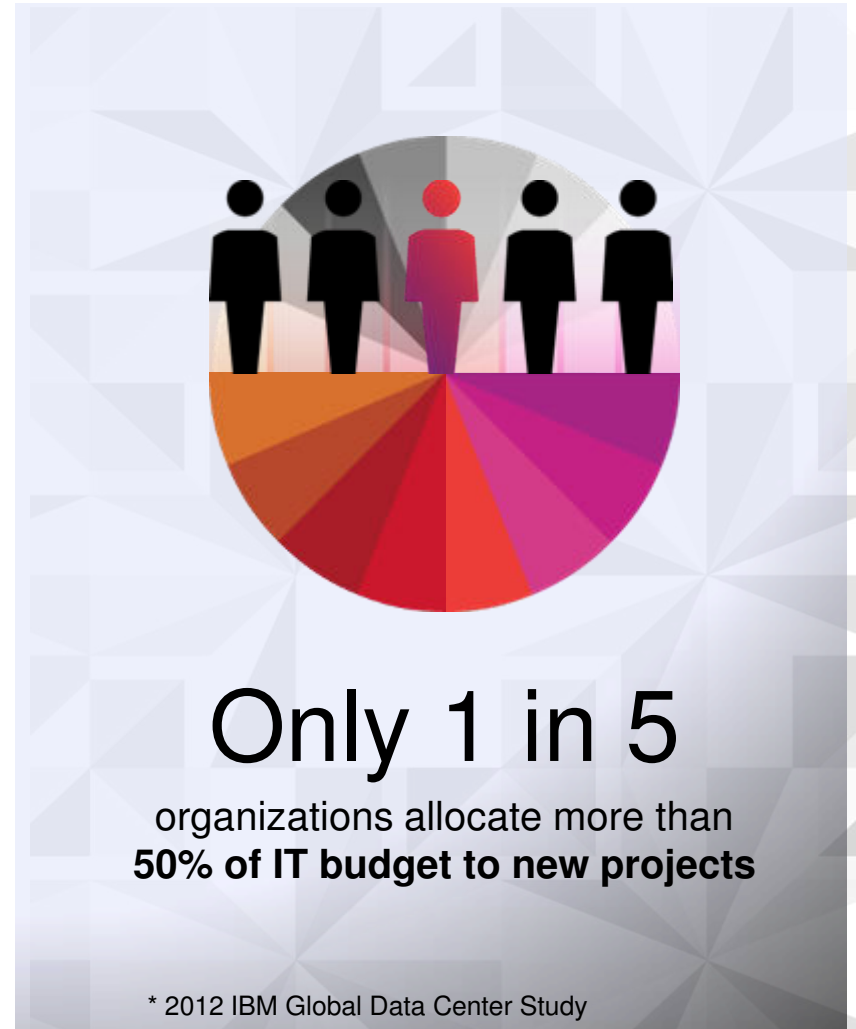
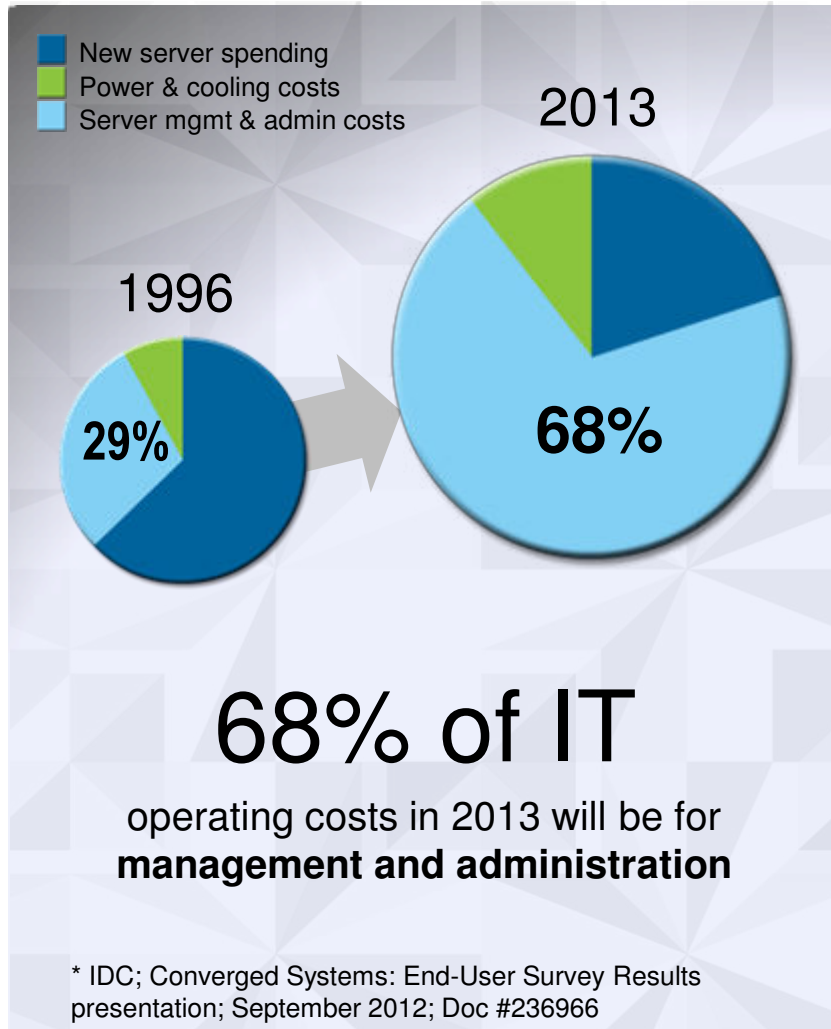


# The challenge is the time and cost spent on managing data



# Technology is the leading force for impacting business

## Is IT ready for the challenge?



# An integrated and holistic approach to harnessing big data



# IBM Data Management: Reduce the cost of data

*We need to improve efficiency...*

*Only 1 in 5 organizations  
allocate more than 50%  
of IT budget to new projects\**



\* 2012 IBM Global Data Center Study

*...to deliver improved outcomes*



1. Future-proof for lower operational and storage costs, and gain better database performance



2. Expertise and simplicity in meeting diverse workload requirements



3. Deliver right-time insights with operational data warehousing



4. Improve application performance and lower cost by archiving data



5. Increase application efficiency of development and test

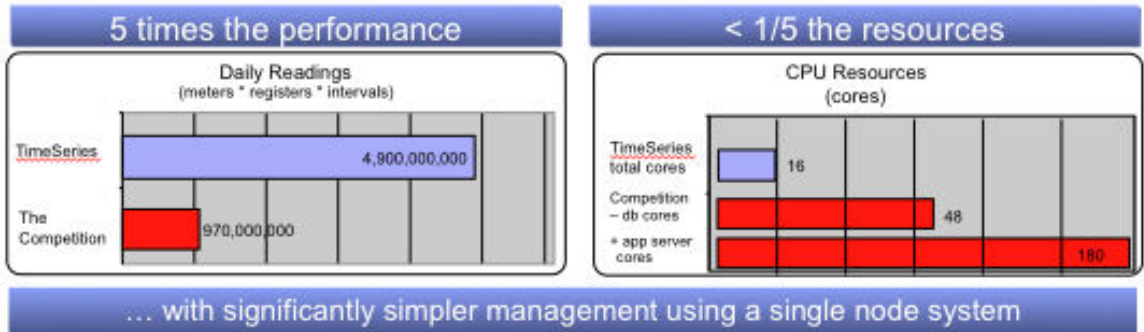
# Innovation that Matters to Your Business

## Expert Systems

Integrated by design, built in expertise, simplicity



## Time-based Sensor Data Processing



## BLU Acceleration - Simple and fast! Load and go!

### Dynamic In-Memory



"Even if your data does not completely fit into memory - you still have great performance gains. In the tests we ran we were seeing queries run up to 100X faster with BLU Acceleration."  
- Joachim Klassen, Consultant, LIS.TEC

### Actionable Compression



"... we continued to see exceptional compression rates - our tables compressed at over 92%. But, our greatest thrill wasn't the compression rates (though we really like it), rather the improvement we found in query speed which was more than 50X faster than with row-organized tables."  
- Xu Chang, Chief DBA Support - DB2 and Oracle Databases

### Parallel Vector Processing



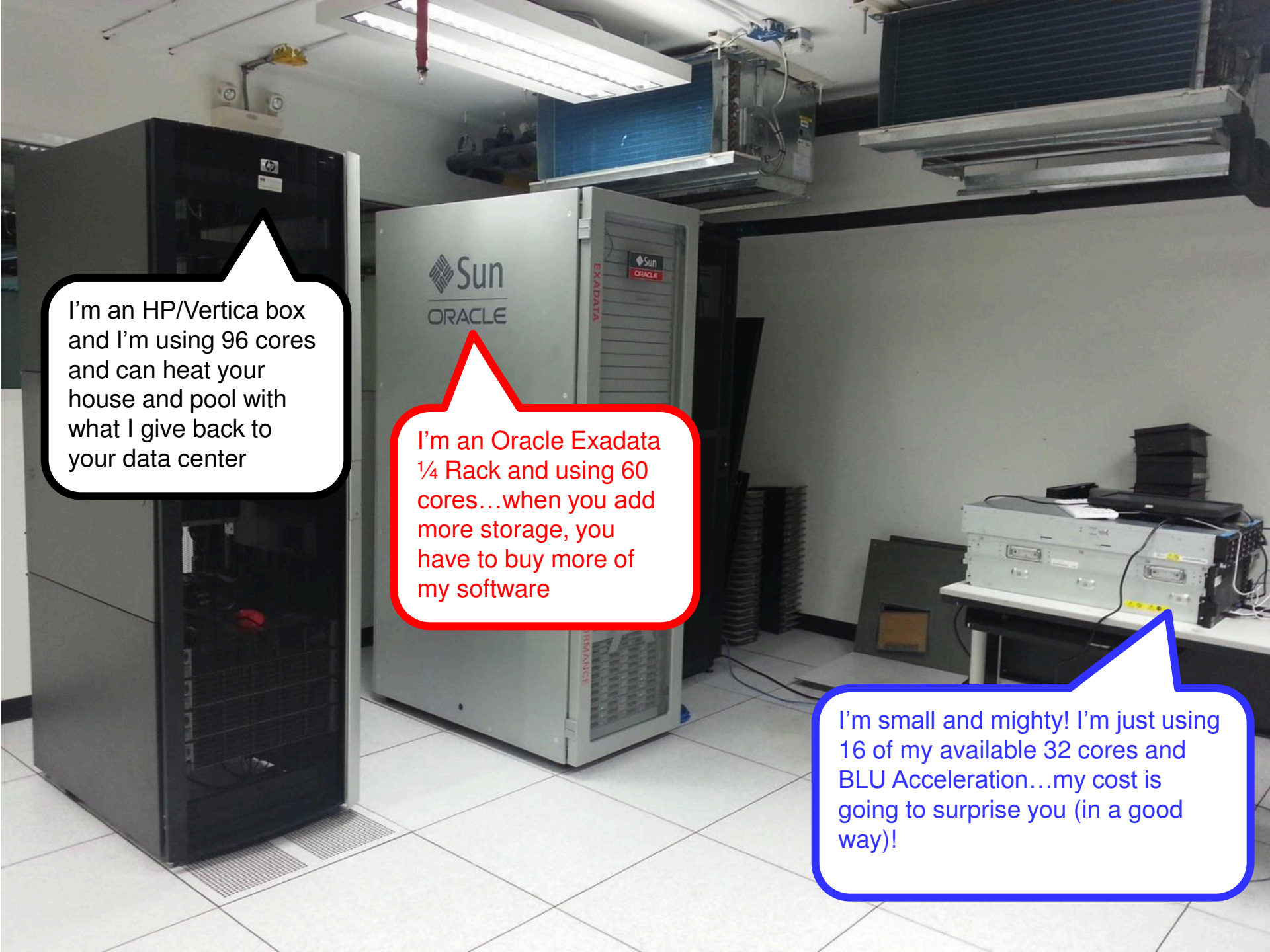
"The performance of DB2 10.5 with BLU Acceleration is quite amazing. We ran our tests on a system that is about 16x less powerful than our current production system. And yet BLU was able to outperform our production system in every aspect."  
- Mohankumar Saraswalipura, Lead DBA, Reckitt Benckiser

### Data Skipping



"It was amazing to see the faster query times compared to the performance results with our row-organized tables. The performance of four of our queries improved by over 100-fold! The best outcome was a query that finished 137x faster by using BLU Acceleration."  
- Kent Collins, Database Solutions Architect, BNSF Railway





I'm an HP/Vertica box and I'm using 96 cores and can heat your house and pool with what I give back to your data center

I'm an Oracle Exadata 1/4 Rack and using 60 cores...when you add more storage, you have to buy more of my software

I'm small and mighty! I'm just using 16 of my available 32 cores and BLU Acceleration...my cost is going to surprise you (in a good way)!

## Data Management in Action

50%

Reduction in data management costs



60%

Cut in storage requirements – \$1M



\$1M

Saved in software and storage costs



30%

Reduction in heating costs  
– 8k tonnes less of CO2



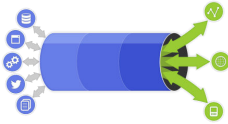
1500X

Faster queries: 11 hours to  
26 seconds



# IBM Information Management: Committed To Client Success

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**Broadest and best portfolio for Big Data**

Data Management, Big Data Platform, Information Integration and Governance

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**More delivery choices and lower TCO**

Multi-platform Software, PureData Systems, Cloud Services, System z

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**Proven expertise and innovation that drive faster results**

Gain results within 30 days or less

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**Get started on any information challenge and grow**

Reduce the Cost of Data, Trust and Protect Information, New Insights from Big Data

**Thank You!**

