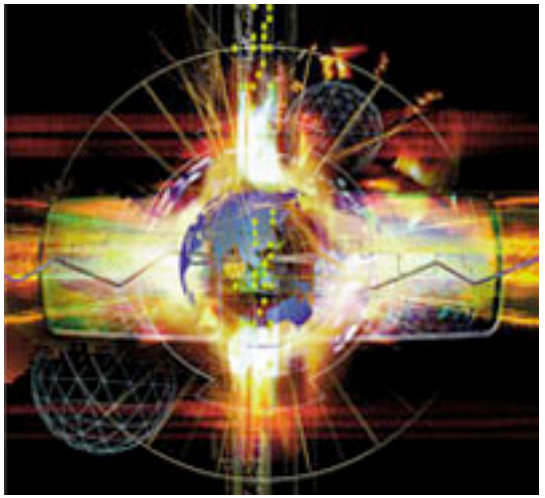
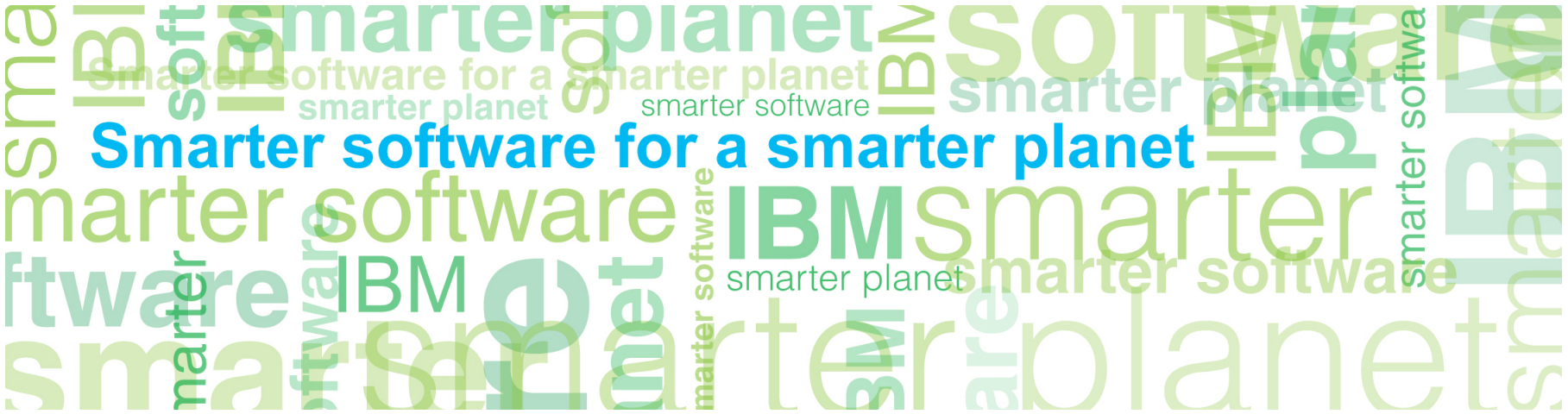
Dwaine R Snow

IBM

Harness the Data Explosion with IBM Netezza





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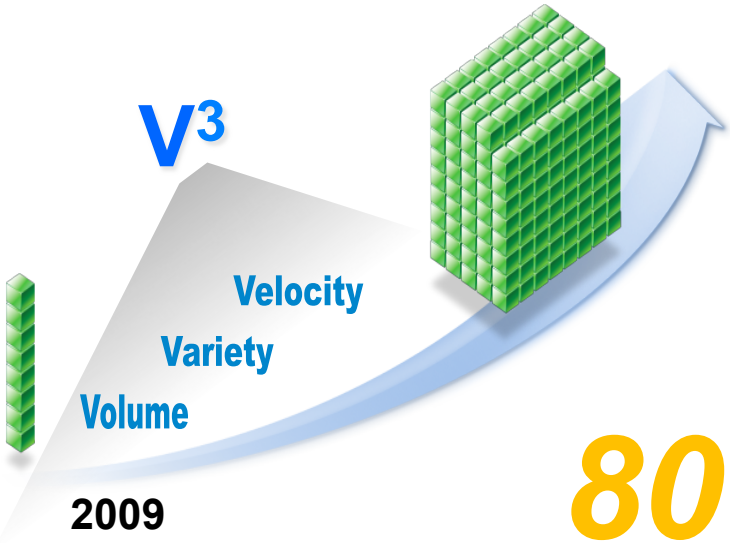
We Are Drowning in Data – But Starving for Knowledge

44x

2020
35 zettabytes



2009
800,000 petabytes

80%
Of world's data is unstructured

1 in 3 Business leaders frequently make decisions based on information they don't trust, or don't have

1 in 2 Business leaders say they don't have access to the information they need to do their jobs

83% of CIOs cited "Business intelligence and analytics" as part of their visionary plans to enhance competitiveness

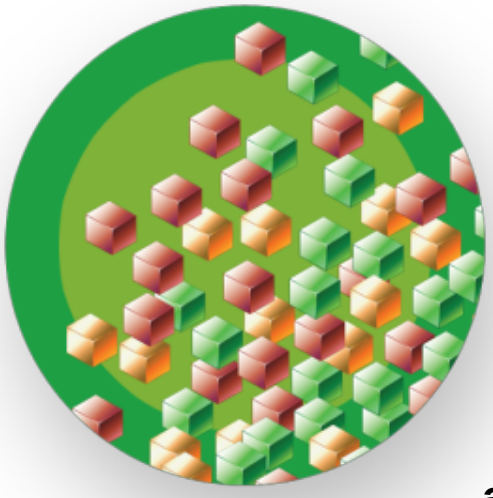
60% of CEOs need to do a better job capturing and understanding information rapidly in order to make swift business decisions

Analytics Get More Complex

As business demands faster answers

There is a Gap Between Information and Outcome

Information Explosion



How do I make the right information available when and where it's needed?

How do I become a more agile and data driven business?

How do I take advantage of the data available to gain a competitive edge?

Optimized Outcomes

"The biggest challenge isn't the amount of data that's available, but interpreting the data and making business decisions based on the insights it provides. Data analytics will allow us to test our assumptions."

Bartosz Dobrzyński, Chief Marketing Officer, P4 Sp. z o.o.

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Traditional Analytics Infrastructures do not Meet Business Demands

Too inefficient at analytics

Too difficult to modify and scale

Too many people to maintain

Too costly to operate

Too much tuning required

Too complex Infrastructure

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The Challenge

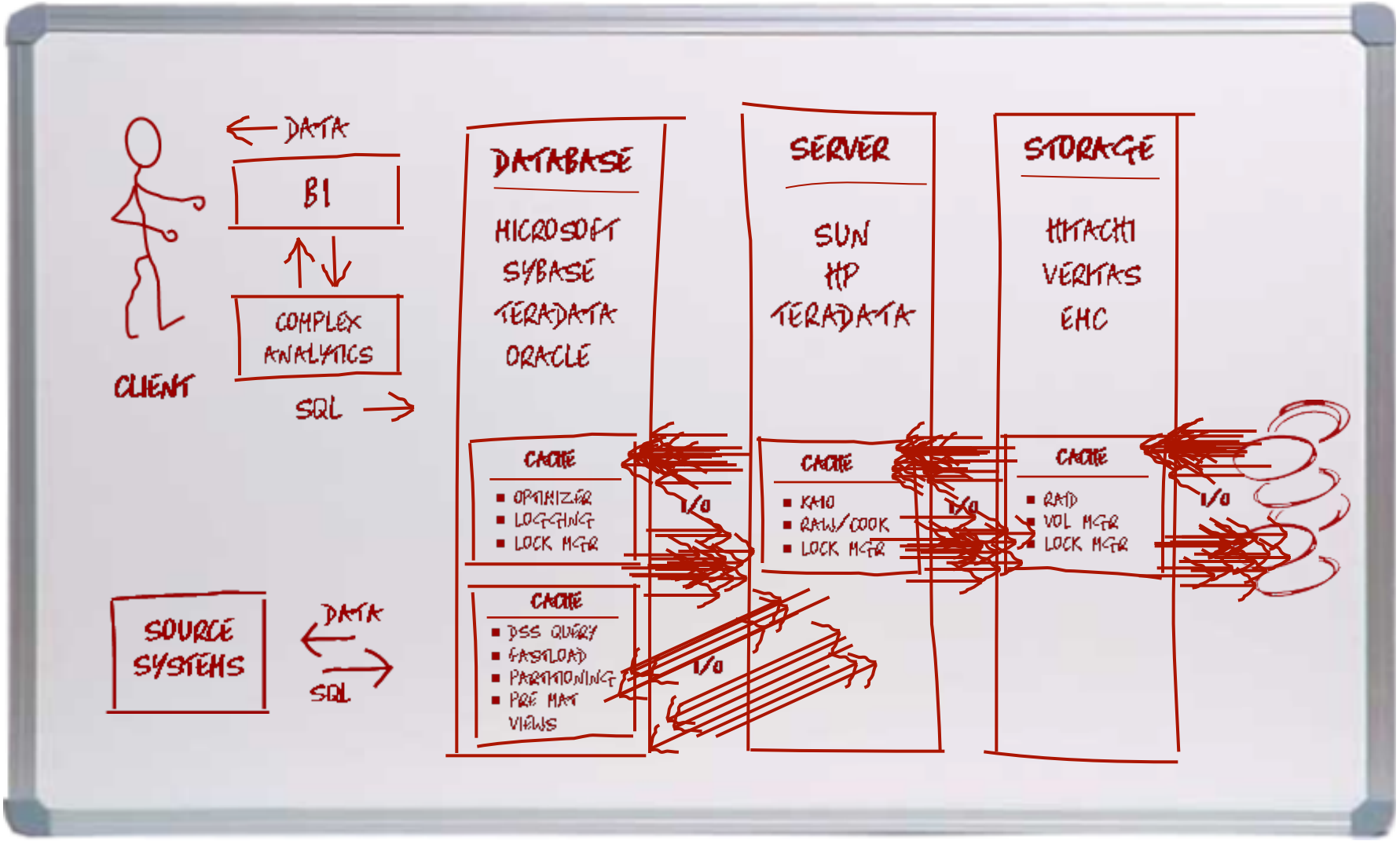
Be Responsive, Be Agile

> ***"We are in an environment where negative blogs can lead to an emergency board meeting"***
>
> Edmond Moutran, Chief Executive Officer, Memac Ogilvy & Mather MENA (Middle East & North Africa)

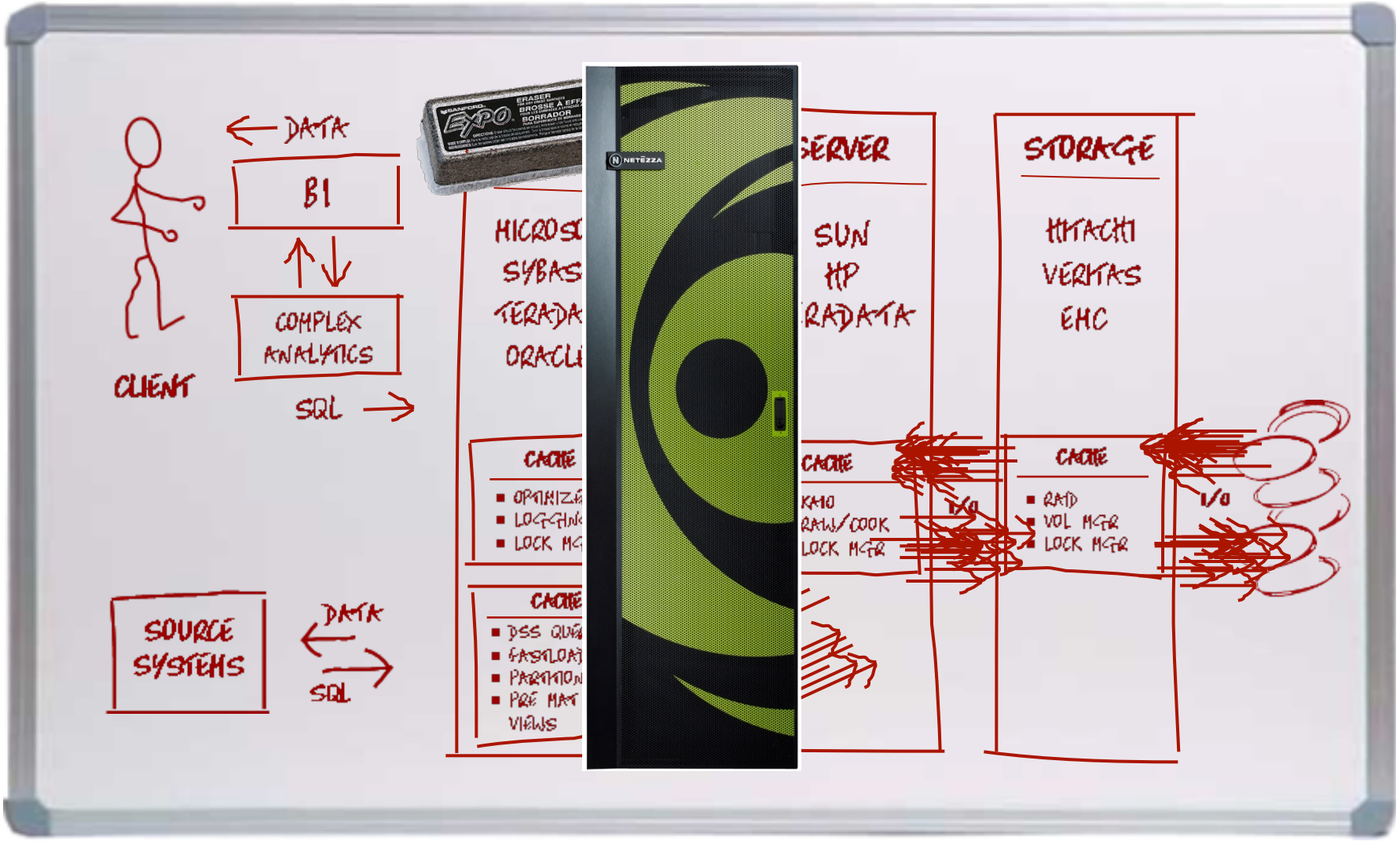
Accelerate Analytics

> ***"The success of my role is far more about analytics and technology than it is about hanging out with my ad agency, coming up with great creative campaigns. We must increase campaign ROI."***
>
> RobColwell, ExecutiveManager—Commercialand Marketing, Qantas Frequent Flyer

Big Data Overwhelms Traditional Data Warehouses



Let's Simplify This Mess …



… and bring analytics into the warehouse

Appliances make it simple,

transforming the user experience.

- Dedicated device
- Optimized for purpose
- Complete solution
- Fast installation
- Very easy operation
- Standard interfaces
- Low cost

Information Management

IBM Netezza Data Warehouse Appliance

The true data warehousing appliance.

- Purpose-built analytics engine
- Integrated database, server and storage
- Standard interfaces
- Low total cost of ownership
- Speed: 10-100x faster than traditional system
- Simplicity: Minimal administration and tuning
- Scalability: Peta-scale user data capacity
- Smart: High-performance advanced analytics

Appliance simplicity

No indexes and tuning

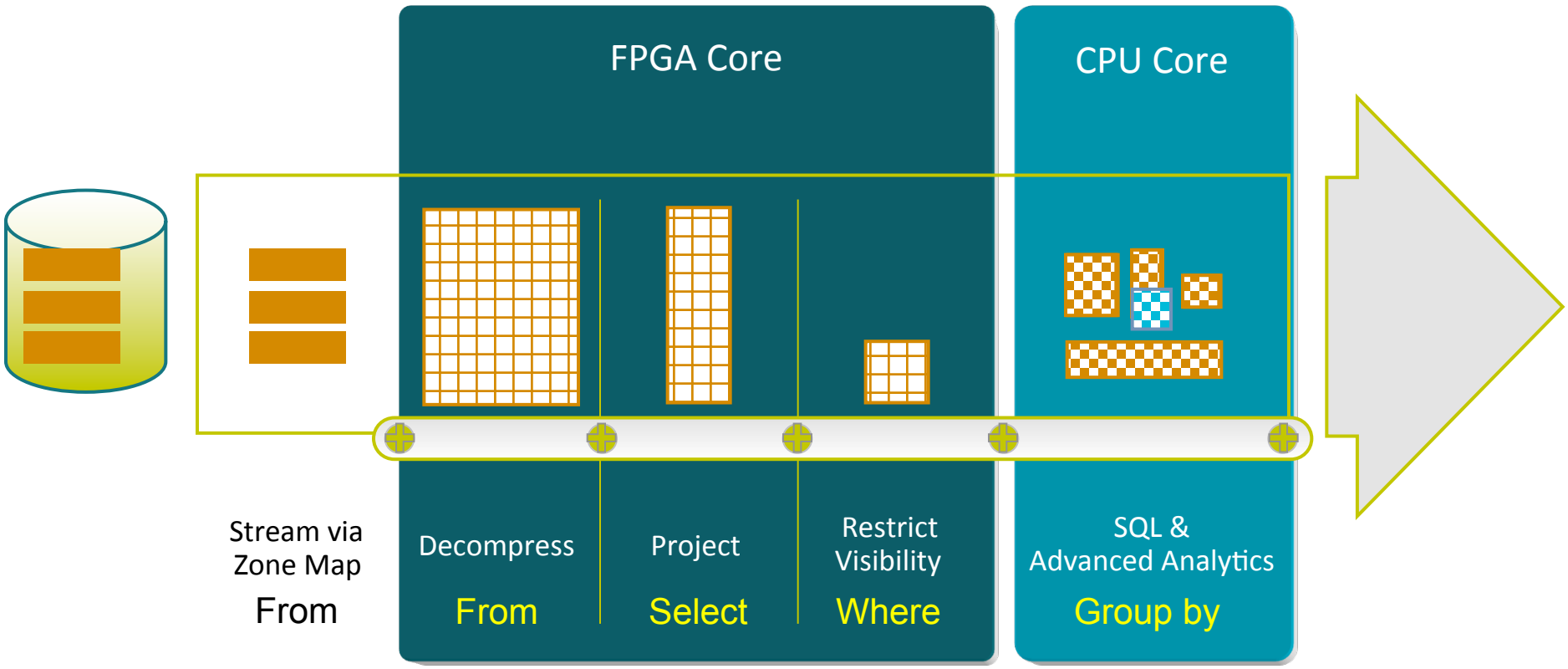
No storage administration

- No dbspace/tablespace sizing and configuration
- No redo/physical/Logical log sizing and configuration
- No page/block sizing and configuration for tables
- No extent sizing and configuration for tables
- No Temp space allocation and monitoring
- No RAID level decisions for dbspaces
- No logical volume creations of files
- No integration of OS kernel recommendations
- No maintenance of OS recommended patch levels
- No JAD sessions to configure host/network/storage

Resources become Data Managers instead of Database Administrators

No software installation

S-Blade Data Stream Processing



Select State, Age, Gender, count(*) From MultiBillionRowCustomerTable Where BirthDate < '01/01/1960'
And State in ('FL', 'GA', 'SC', 'NC') Group by State, Age, Gender Order by State, Age, Gender

Select State, Age, Gender, count(*) From MultiBillionRowCustomerTable Where BirthDate < '01/01/1960'
And State in ('FL', 'GA', 'SC', 'NC') Group by State, Age, Gender Order by State, Age, Gender

Analytics in Action

The state of Louisiana issues food stamp purchase cards to 600,000 people a year -- but the recipients don't always use them to buy food.

When swiped at the point of sale, the purchase card creates a transactional record that's forwarded to the Louisiana Department of Social Services in Baton Rouge. Investigators can analyze the data by geography, purchase amount and other variables to detect "signatures of fraud".

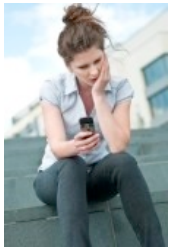
For instance, agents using the digital map can see where certain transactions are taking place by parish, city or even larger areas. If a food stamp recipient frequently travels 60 miles to use the card at one store -- passing 30 other stores on the way -- that could indicate a scheme to sell the cards for cash.

In one instance, investigators uncovered a criminal network that was converting the stamps into currency that was then wired to overseas banks

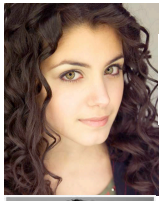
Analytics in Action

$29 per month

Let her go?



She influences

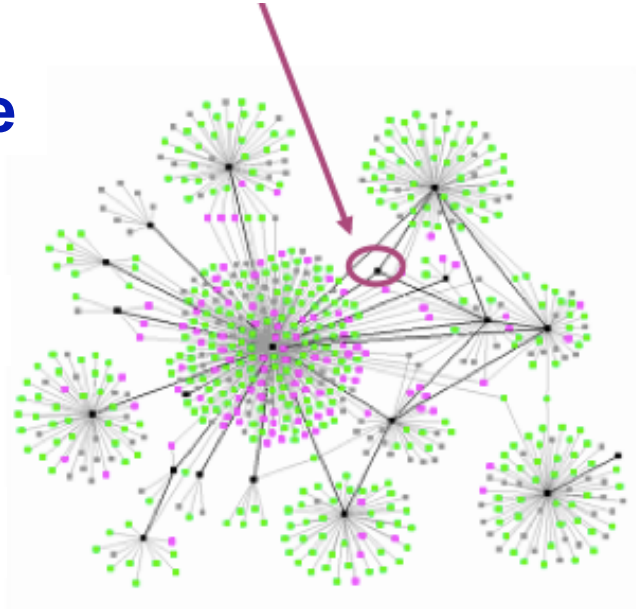


$45 per month + $18300 in circle

$67 per month + $3160 in circle

$114 per month + $780 in circle

Here she is



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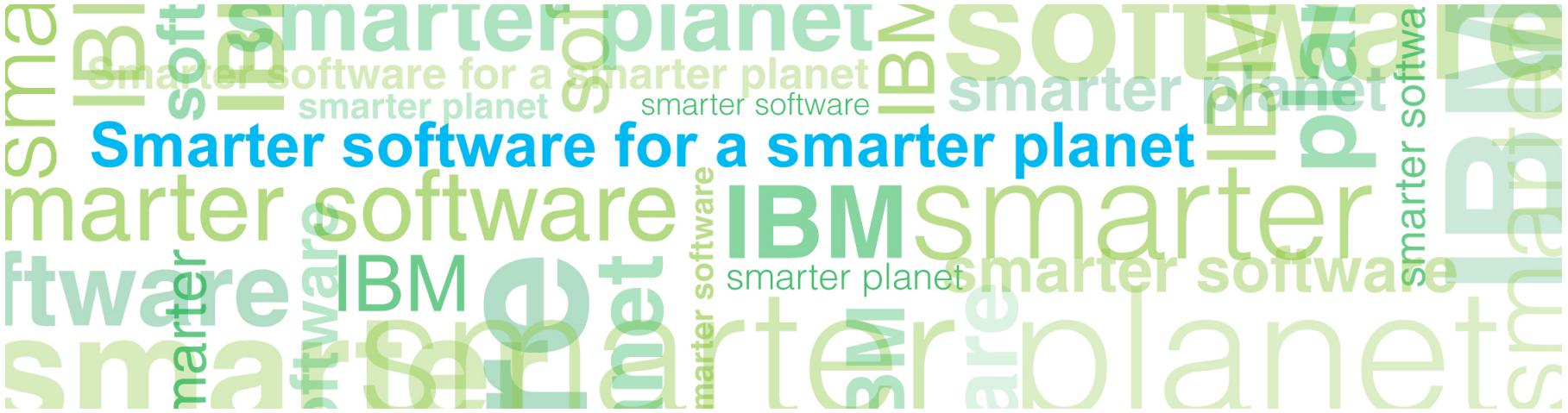
Q&A



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