

IBM DB2 Warehouse

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For many businesses, success means change. Growth. Expansion. And one of the inevitable byproducts of this exciting and dynamic experience is the accumulation of data. Massive amounts of data.

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But despite the importance of utilizing this data, many companies still choose to store their data in something that works like this:

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Do you want to try to find something in here?

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You need more than a place to dump all your data. You need a way to store, manage, and deliver information, so that you can maximize the value of your data, and use it to drive business improvements and make real-time adjustments.

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DB2 Data Warehouse Edition is a dynamic, integrated data warehousing solution that delivers all the functions required to deploy, maintain and evolve an intelligent data warehouse. DB2 Data Warehouse Edition makes your data active and available to all the users you need to reach.

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DB2 Data Warehouse Edition features Business Intelligence functions that keeps this vast amount of information organized, so you can get the information to the right people at the right time. But how else do these functions help your business grow,

expand, and help you facilitate real-time decision making?

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DB2 saves you time, by letting you realize the value of information more quickly.

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DB2 Data Warehouse Edition helps you avoid daily disruptions to your business and IT systems, to consistently deliver better service to users by delivering a comprehensive, fully integrated, intelligent data warehousing solution.

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DB2 Data Warehouse provides end-users with a clear view into operational and transactional data. This allows your end-users to better predict and respond to market opportunities and changes, by analyzing data. Not just historical data, but real-time business performance as well. Get information into the hands of front-line decision makers, where it can do the most good.

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You are tapping into IBM's extensive experience in the industry and superior product performance, significantly reducing the risks associated with transforming how your business captures, manages and delivers information.

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And DB2 Data Warehouse Edition is still evolving and improving, to meet your business needs. So even if you've used DB2 Data Warehouse Edition before, you'll find new and useful features to improve your business.

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For instance, now DB2 Data Warehouse Edition brings you a tightly bundled set of high-powered functions to enable your business to respond to the marketplace with agility, and prepare for the future. Including:

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Powerful analytic tools to help you generate value from your data by analyzing what makes your business work.

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Data mining to discover hidden connections and relationships between data pieces.

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Data cubing to accelerate the performance of multi-dimensional analysis.

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And you can monitor all aspects of your data warehouse from one easy to use application.

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DB2 Data Warehouse Edition has also made great strides in compression, which results in bandwidth savings, memory savings, and a more efficient and cost-effective data warehouse to you.

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IBM has also reduced time to deployment by delivering an enterprise level data warehouse on a pre-built, pre-configured platform, the Balanced Configuration Unit. The BCU is leading the market as the closest you can come to a plug-and-play, fully integrated warehouse. It combines DB2 Data Warehouse Edition with a proven IBM server – either UNIX, Linux or AIX – and

the appropriate storage to create an all-in-one data warehousing system. Additionally the IBM Warehouse leverages the expertise of IBM Global Technology Services to pre-configure and deploy the system for optimal results immediately.

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Information storage, management and delivery tools, and business analytics – these are the basics of the IBM DB2 Data Warehouse Edition. Simple. Flexible. Affordable.

Don't just dump your data - get the most value from it, and see how IBM is redefining what a warehouse can deliver.

To learn more about DB2 Data Warehouse Edition, contact your IBM representative or visit ibm.com.