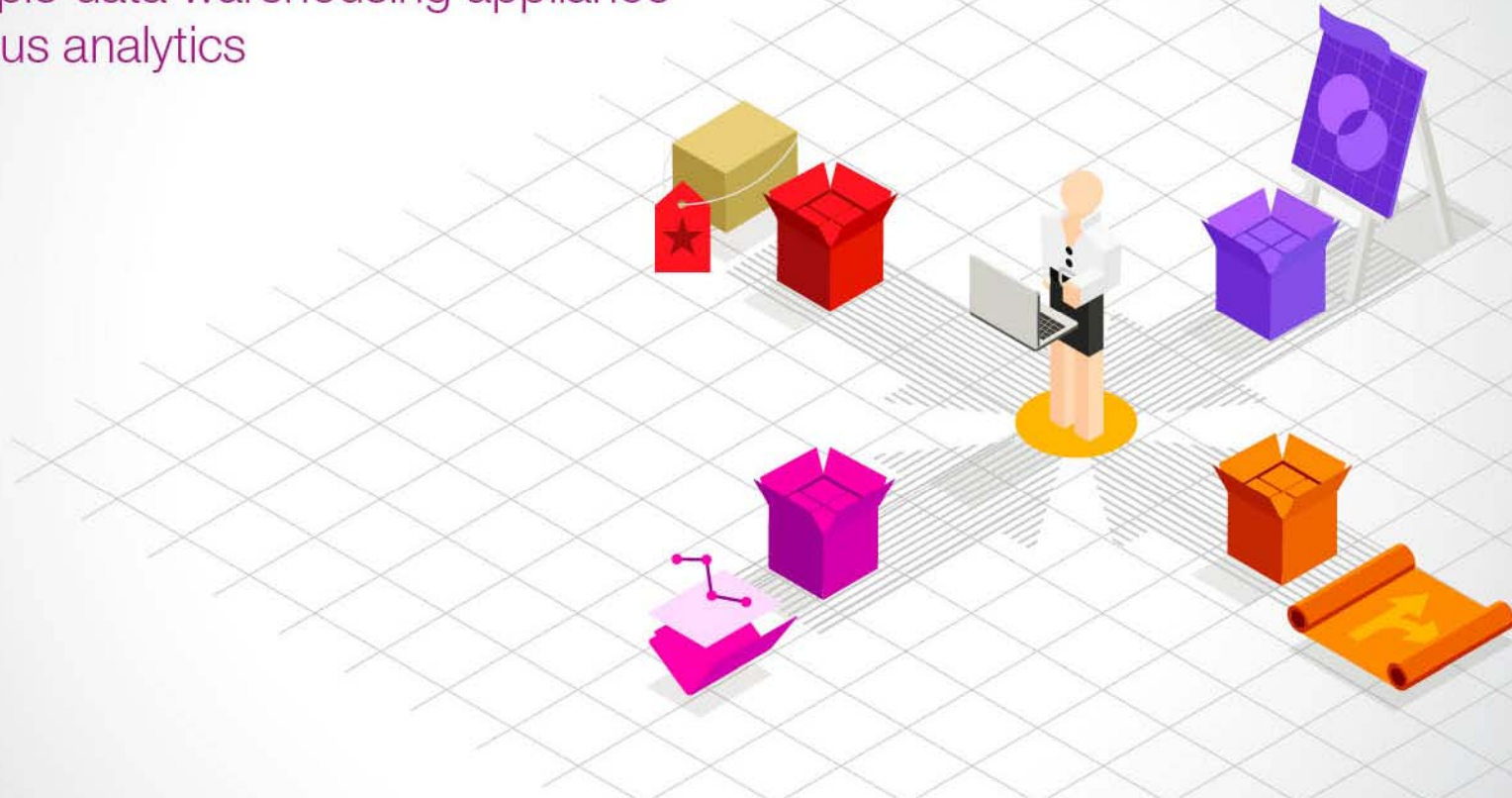
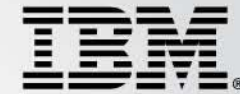


# IBM Netezza

The simple data warehousing appliance  
for serious analytics



## The Evolving IBM Netezza Product Family

Tim Young, Marketing Executive, AP  
Tuesday 22 November, 2011

# Topics

- Recap
  - *Netezza Performance, Value and Simplicity*
- Where are we today?
  - *The Analytic Enterprise*
- Where are we going tomorrow?
  - *The Continuing Data Explosion*

## Netezza - Recap



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

# Appliance Simplicity

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



# Sample Customers

Digital Media



Financial Services



Government



Health & Life Sciences



Retail / Consumer Products



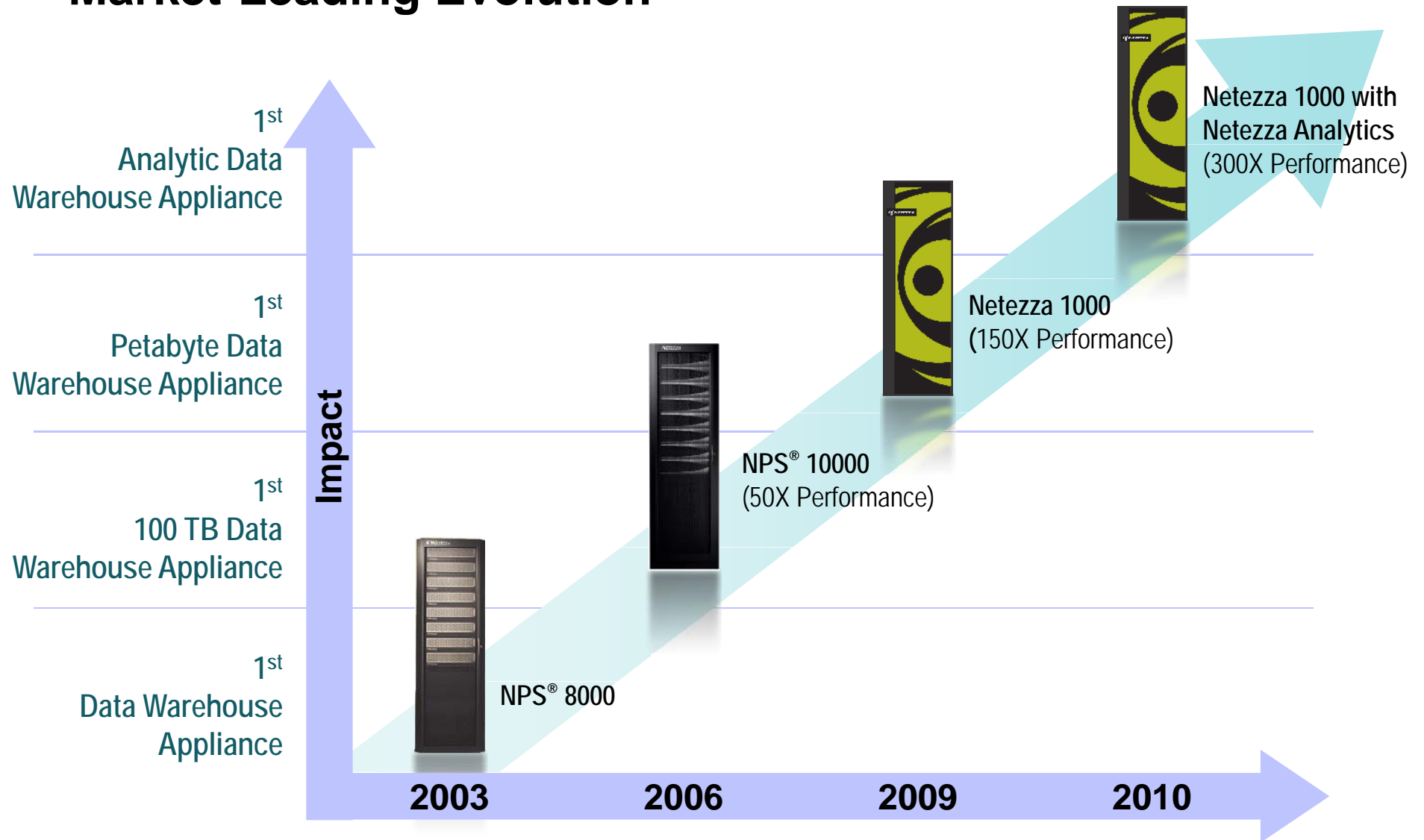
Telecom



Other



# Market-Leading Evolution



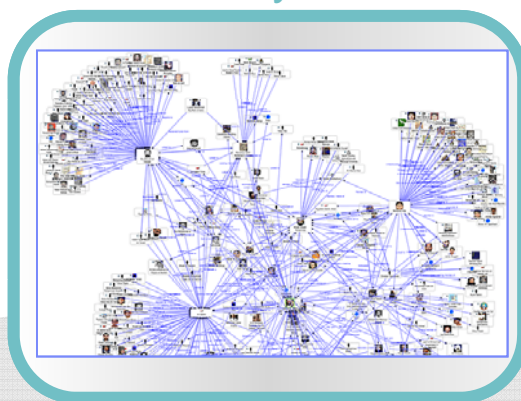
# Becoming an Analytic Enterprise

## BI Reporting and Ad-Hoc Analysis



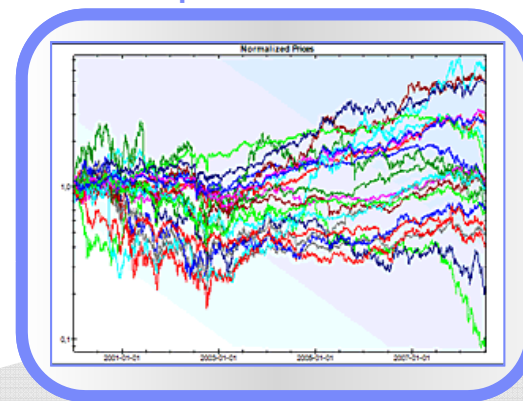
- What happened?
- When and where?
- How much?

## Predictive Analytics



- What will happen?
- What will the impact be?

## Optimization



- What is the best choice?

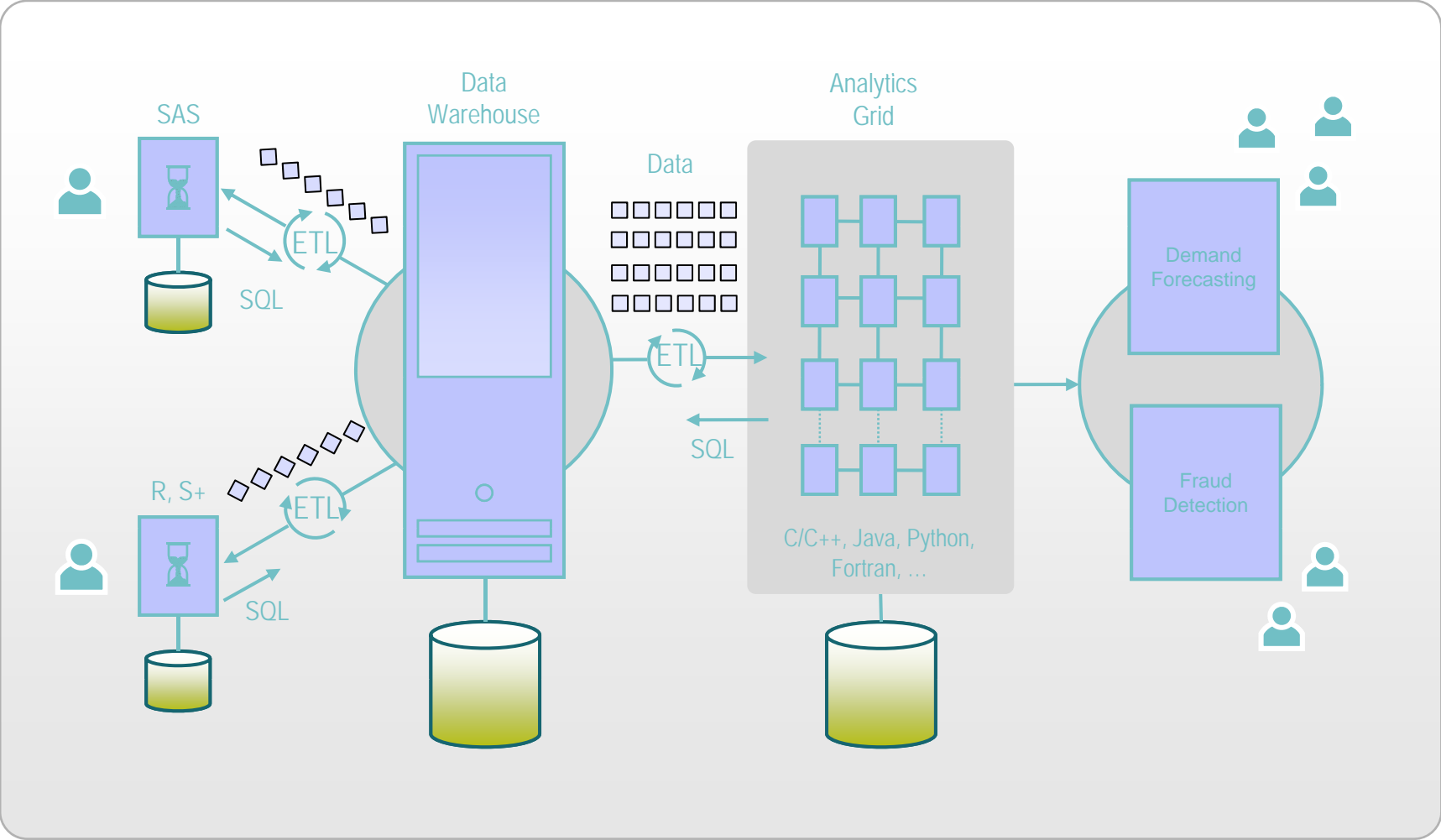


# Netezza Analytics: Big Data Meets Big Math

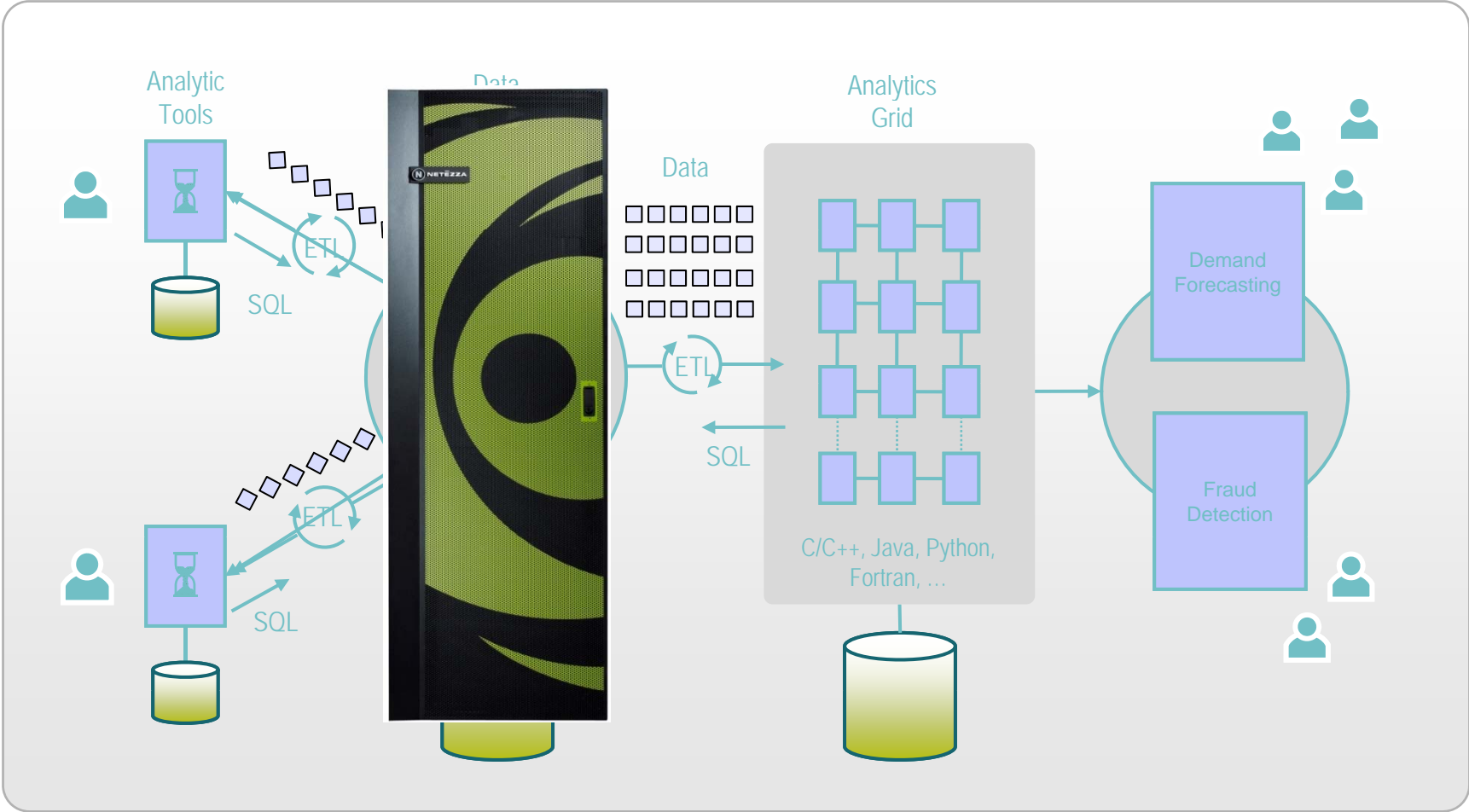




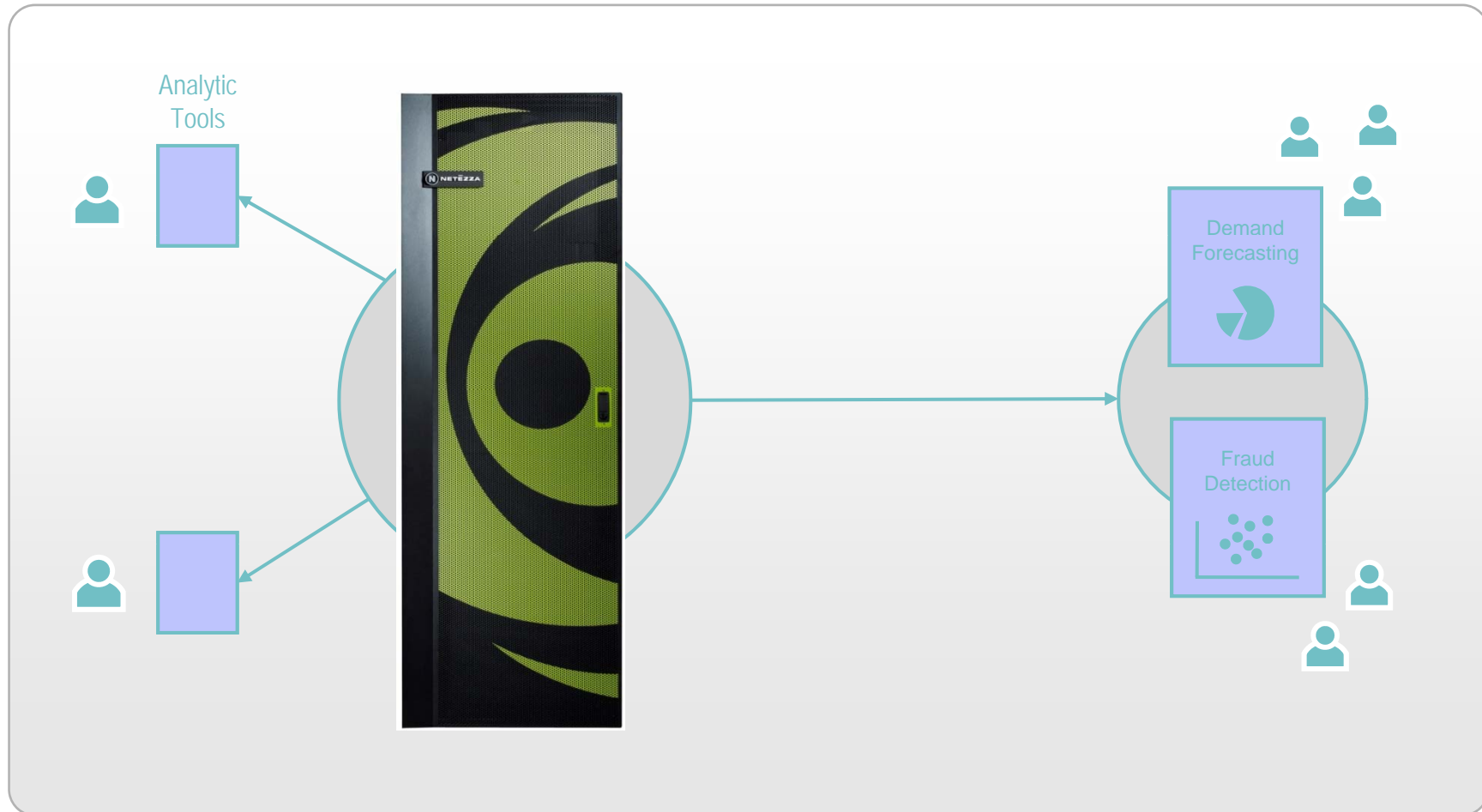
# Business Analytics Optimization (BAO)



# BAO with Netezza

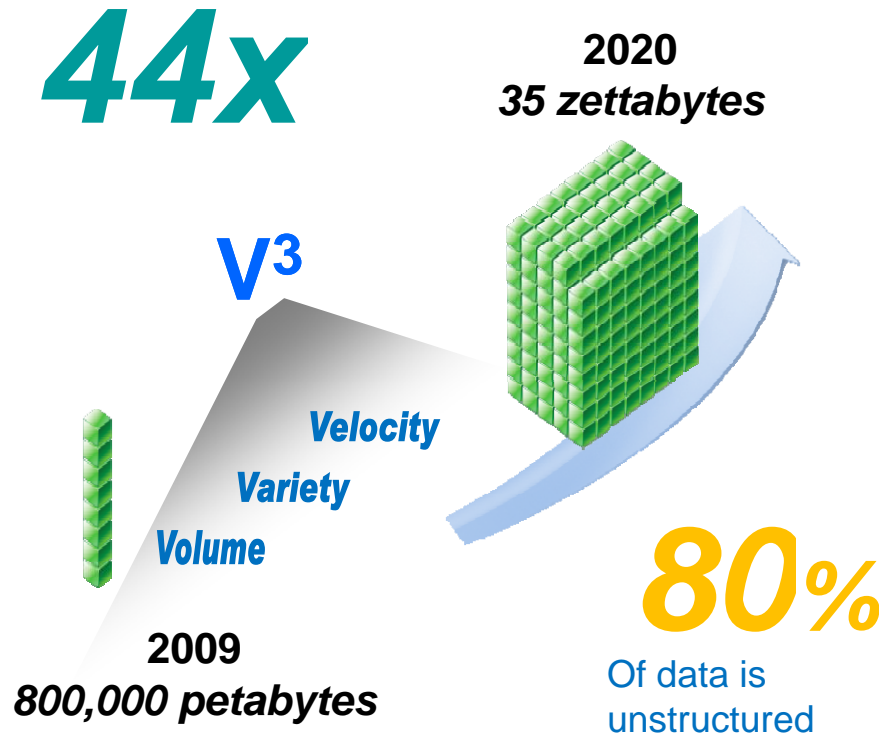


# BAO with Netezza



# Information is at the Center of a New Wave of Opportunity...

# ... And Organizations Need Deeper Insights



**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

## What does this mean for IT?

- ✓ ***Accelerate analytic project timelines***
  - ✓ provide deep analytics
  - ✓ provide operational analytics
  - ✓ leverage unstructured data
- ✓ ***Manage costs***
- ✓ ***Manage price/performance***



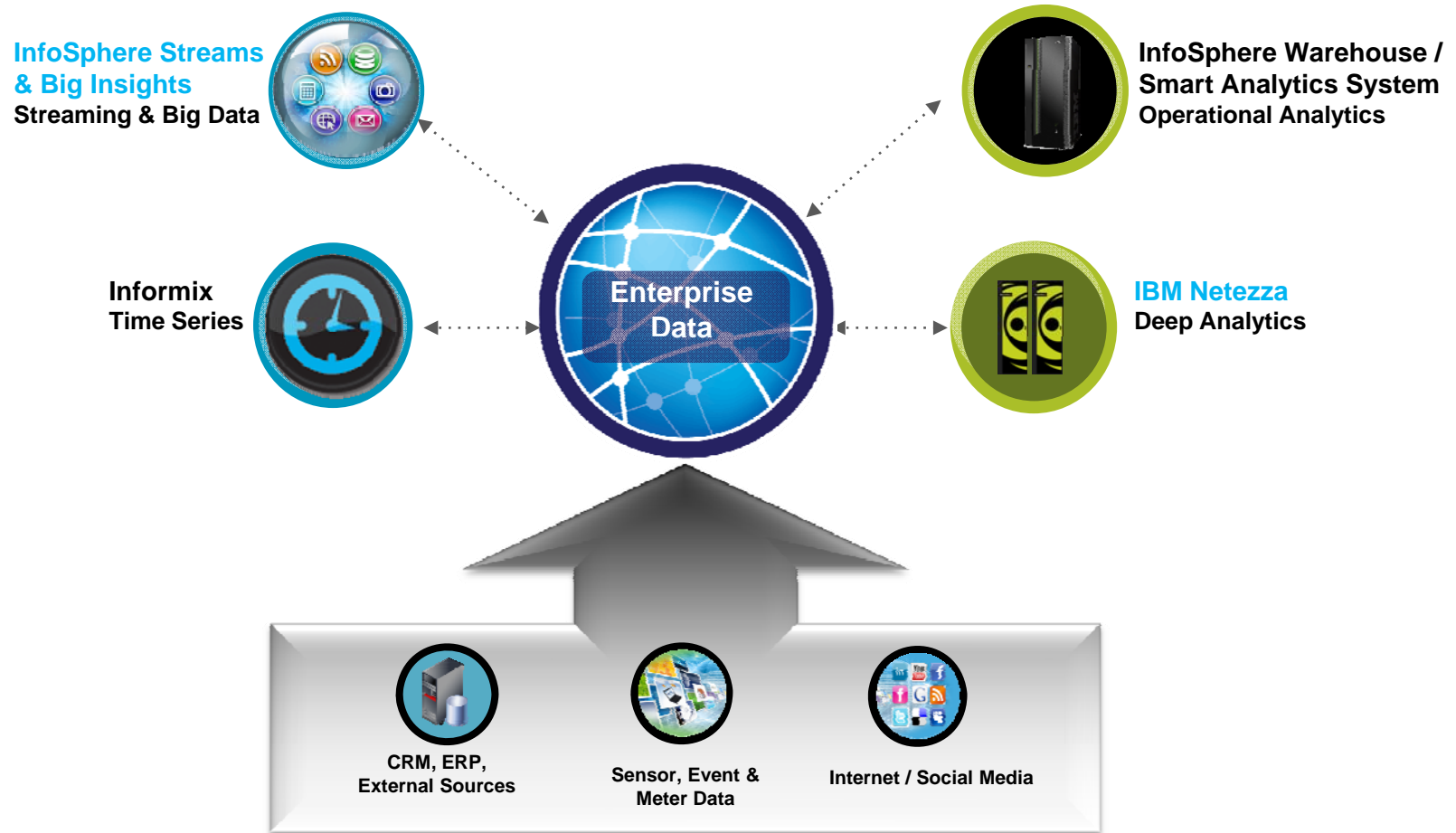
# Smart Consolidation for Smarter Warehousing

- Consolidate data, distribute the workload
- Accelerate analytic projects, reduce time to value
- Manage costs through data lifecycle management
- Optimize performance for workloads
- Easily Integrate data
- Extend capabilities with Big Data
- Create new marts and data exploration labs on the fly



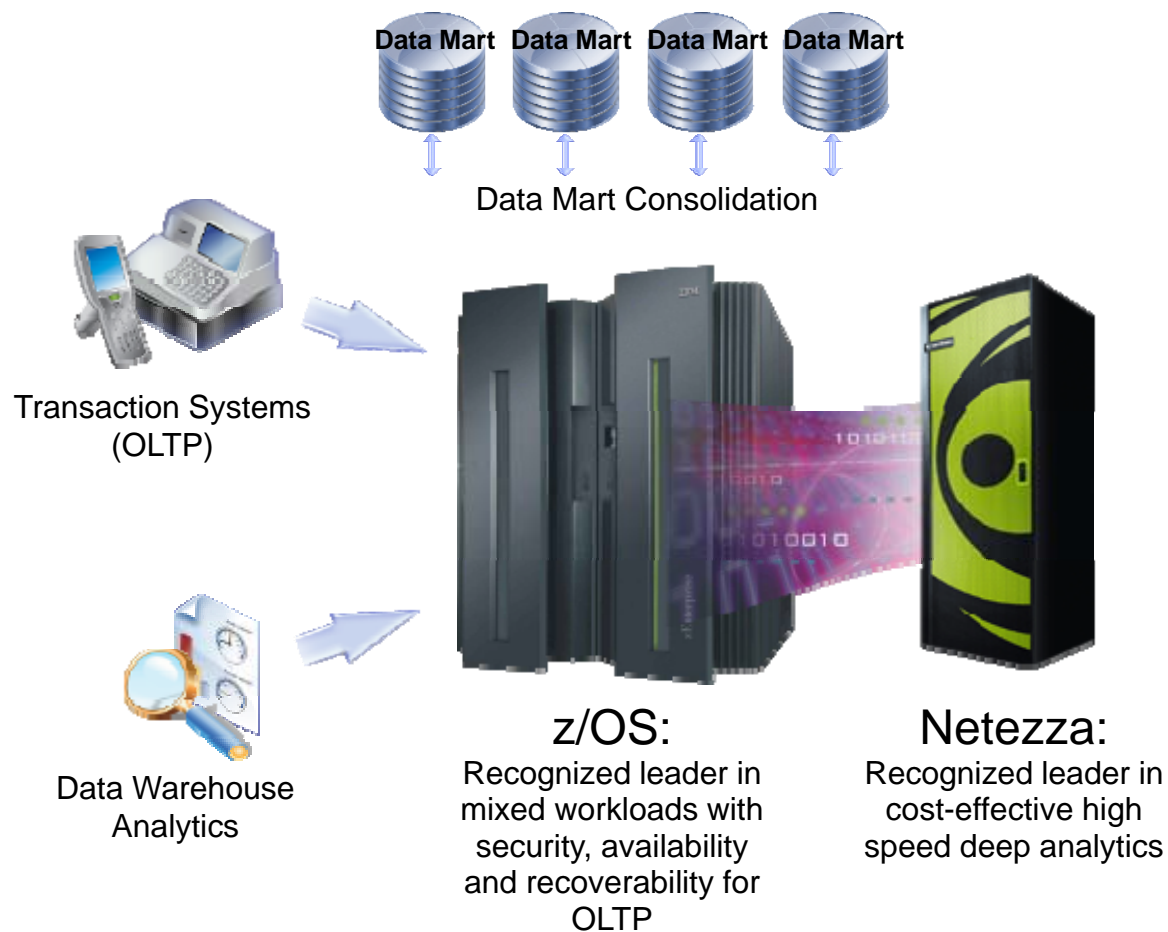
# Smart Consolidation: Evolving to a Logical Data Warehouse

*Delivers results faster using the right optimized system*



# DB2 Analytics Accelerator for zOS

*Combining the best transaction system with the best analytics system*



# Business Benefits

- Improved agility
- Optimized performance
- Improved time to value
- Extends analytics
- Optimized data distribution

