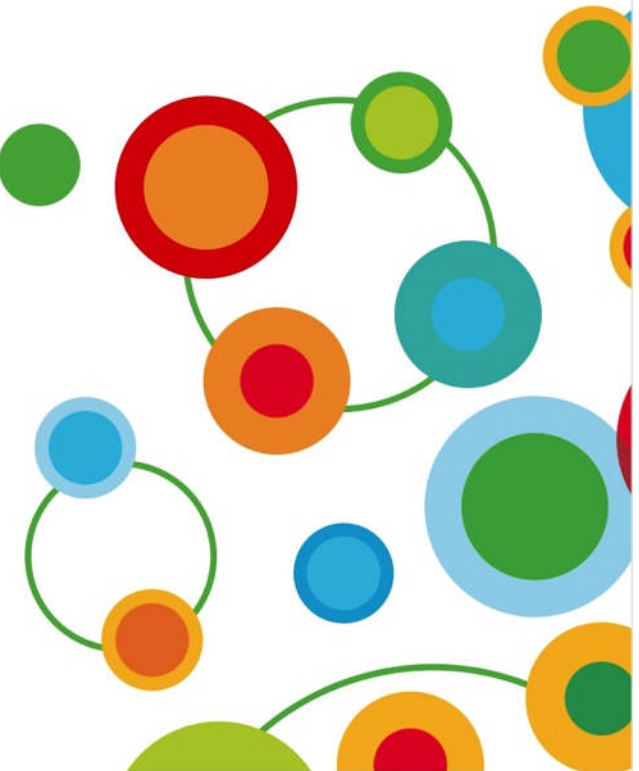IBM Software

Information Management
& Analytics Forum 2013

Return on Information: The New ROI

Meet the Future of Data Management: Are you Ready?

Saurabh Jain (saurabh.jain@In.ibm.com)
DB2 pureScale Product Manager

System Characteristics are Different

TRANSACTION PROCESSING

ANALYTICS

Is your Data Management environment ready for …

- Next Generation Data formats

- Next Generation Performance

- Next Generation Migration
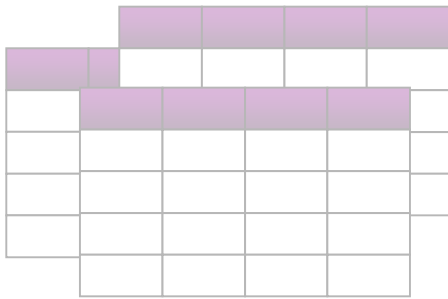
Next Generation Data Formats
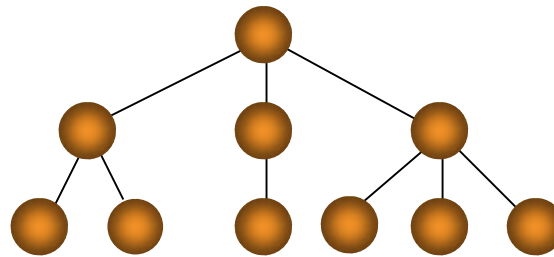
DB2 supports multiple data formats …

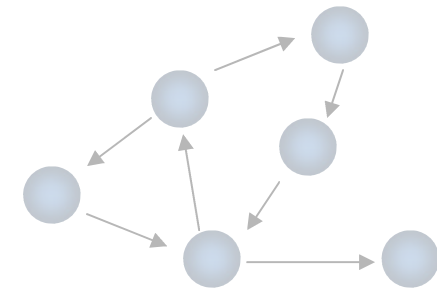… providing you with the ultimate **flexibility**

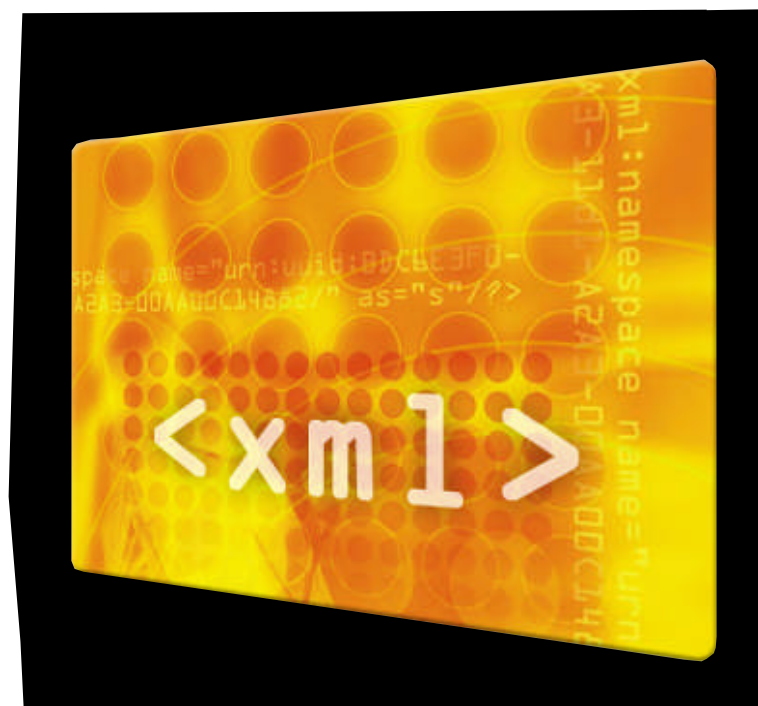# DB2 supports multiple data formats …

Relational Tables

Graph RDF

Hierarchical XML

Storage of XML Data has

doubled

in past

3 years

xml industry standards

Retail
IXRetail, UCCNET, EAN-UCC
ePC Network +++

Life Sciences
MIAME, MAGE,
LSID, HL7, DICOM,
CDIS, LAB, ADaM +++

Banking
IFX, OFX, SWIFT, SPARCS,
MISMO +++

Electronics
PIPs, RNIF, Business Directory,
Open Access Standards +++

Healthcare
HL7, DICOM, SNOMED,
LOINC, SCRIPT +++

Telecommunications
eTOM, NGOSS, etc.
Parlay Specification +++

Insurance
ACORD
XML for P&C, Life +++

Financial Markets
FIX Protocol, FIXML, MDDL,
RIXML, FpML +++

Automotive
ebXML,
other B2B Stds.

Energy & Utilities
IEC Working Group 14
Multiple Standards
CIM, Multispeak

Cross Industry
PDES/STEPml
SMPI Standards
RFID, DOD XML+++

Chemical & Petroleum
Chemical eStandards
CyberSecurity
PDX Standard+++

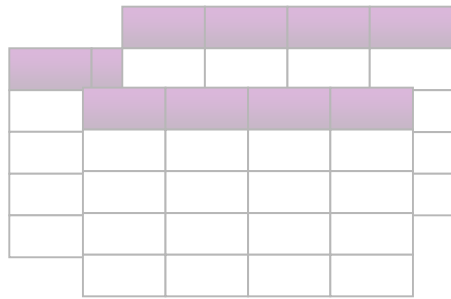Unlike its RDBMS competitors, DB2 added true native support for XML

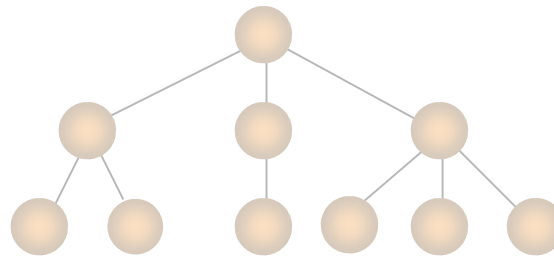Major North American Bank ...

Competitor

- Move to XML-based standard
- Use incumbent RDBMS
- 500,000 XML docs per day
- FAILED!

IBM

- Use DB2 pureXML
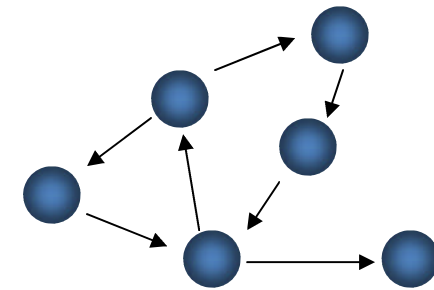- 500,000 XML docs **per hour**

DB2 supports multiple data formats …
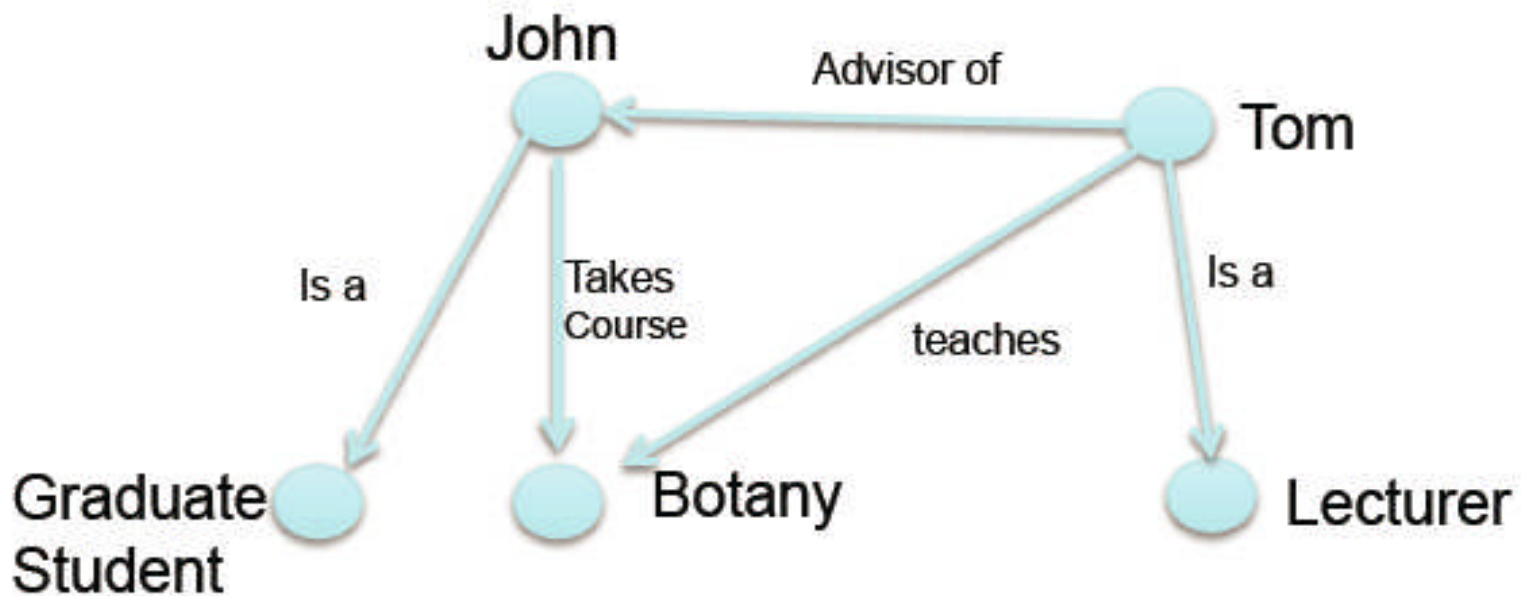
Relational Tables

Hierarchical XML
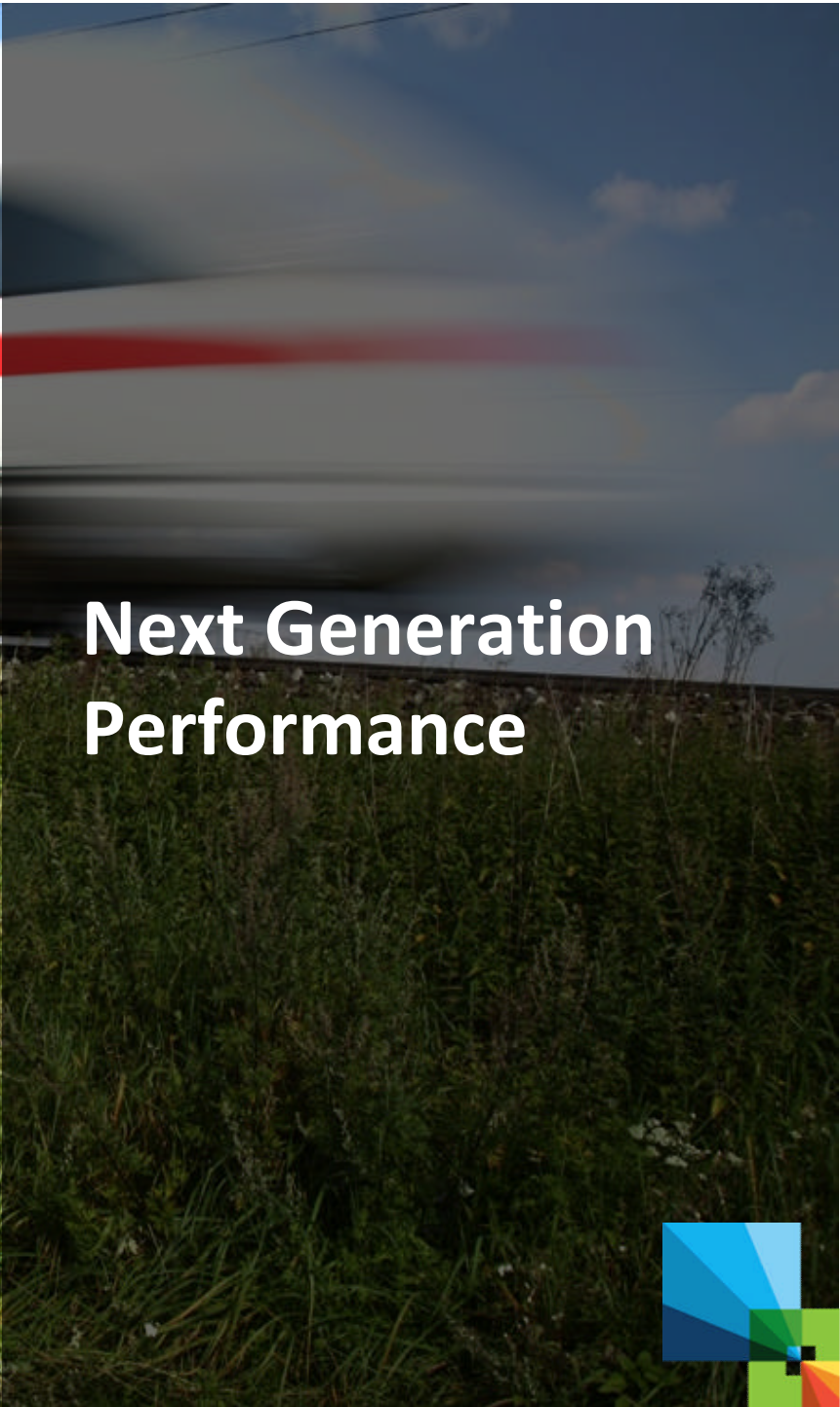
Graph RDF

DB2 added a NoSQL RDF
Graph Store

DB2 offers the best of both worlds …

The reliability,
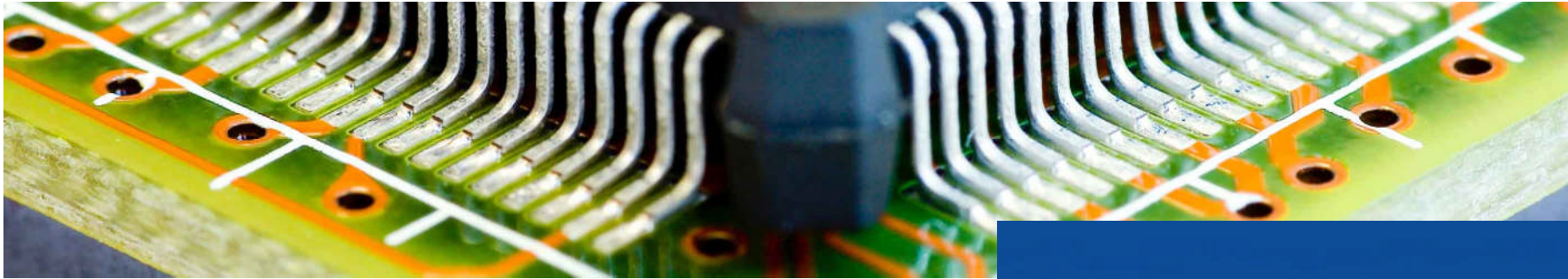maturity,
and consistency of
Relational
environment

The rapid development,
deployment and agility
of a NoSQL environment

Next Generation Performance

"We are excited to see a ~10x improvement in query processing performance using DB2 10 over the previous DB2 version, running on IBM System x3850 using Intel® Xeon® Processor E7

Pauline Nist,
GM Software Strategies, Intel

DB2 on Power Systems Delivers up to 3x the Performance per Core of Oracle Database on SPARC: TPC-C
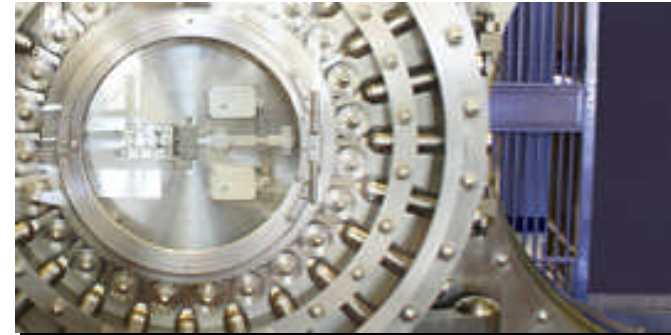
TPC-C Benchmark
tpmC per core

53,990
DB2 on POWER

17,505
Oracle Database
on SPARC

Not just Performance but …. Scalability and Availability

- **Local Databases are Becoming Global**
  - Successful global businesses must deal with exploding data and server needs
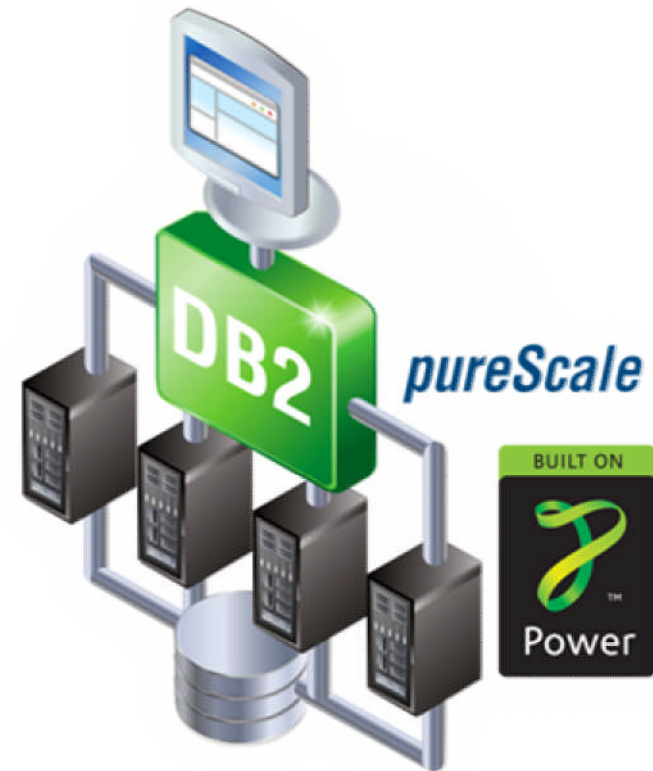 - Competitive IT organizations need to handle rapid change

Customers need a highly scalable, flexible solution for the growth of their information with the ability to easily grow existing applications

- **Down-time is Not Acceptable**
  - Any outage means lost revenue and permanent customer loss
  - Today's distributed systems need reliability

DB2 pureScale

- **Extreme Capacity**
  - Buy only what you need, add capacity as your needs grow

- **Application Transparency**
  - Avoid the risk and cost of application changes

- **Continuous Availability**
  - Deliver uninterrupted access to your data with consistent performance

Next Generation Migration

Competition Database	DB2
Concurrency Control	Native support
SQL	Native support
PL/SQL	Native support
Packages	Native support
Built-in packages	Native support
OCI	Native support
JDBC	Native support
Online schema changes	Native support
SQL *Plus Scripts	Native support
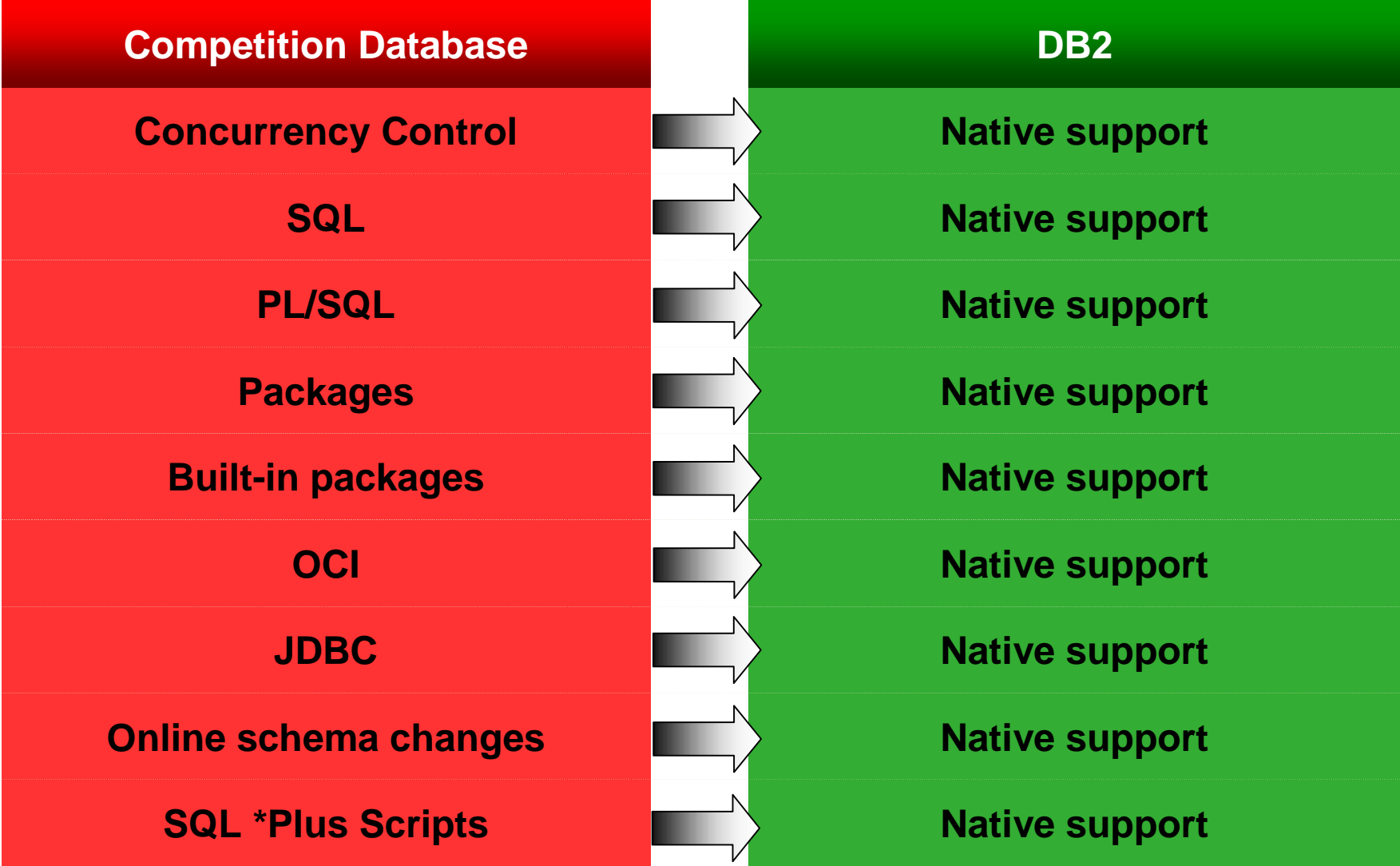
" This feature is a paradigm shift in the very concept of database migration!

-- *Godson Retna,*
Cognizant Technology Solutions

> " To move our application to DB2 9.5 would have taken an estimated 2 year effort ... it took only one week to move it to DB2 9.7

-- *Paolo Juvara, Openbravo*

> "We've saved more than a million dollars over the past four years in licensing, maintenance and storage costs by migrating from Oracle Database to DB2

-- Tom DeJuneas,
IT Infrastructure Manager,
Coca Cola Bottling Company

" We switched from Oracle Database to IBM DB2 and cut our data management costs in half, while improving performance and reliability of business applications

-- Sandro Reátegui,
Systems Architect,
Banco de Crédito del Peru
.

Take action now ...

- "No charge" technical assessment
  - MEET Tool

- "No charge" financial assessment
  - BVA Tool

- "No charge" skills training workshops

- Visit www.ibm.com/breakfree

Thank you