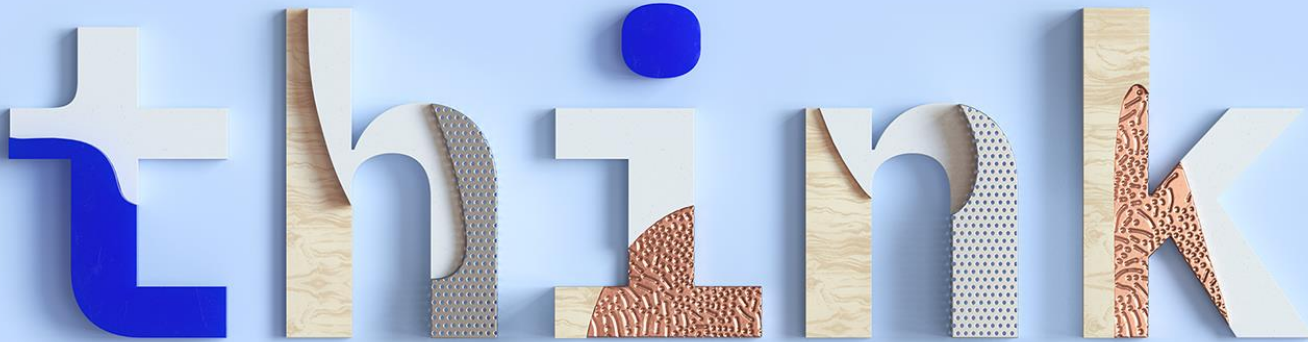


Empowering SQL Developers with Machine Learning

think 2018

—
Vinayak Agrawal
Offering Manager



Please note

IBM's statements regarding its plans, directions, and intent are subject to change or withdrawal without notice and at IBM's sole discretion.

Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision.

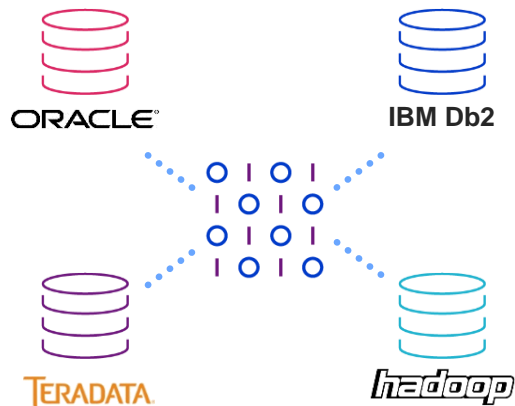
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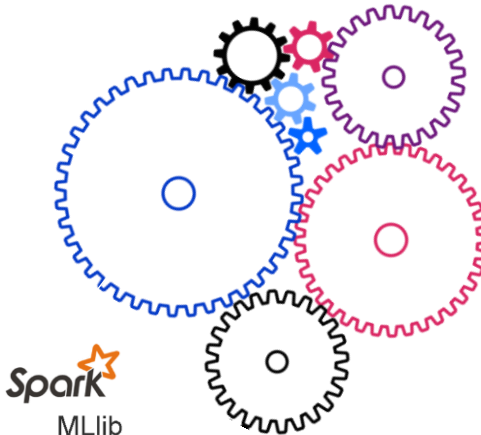
Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.

Operationalizing Machine Learning and getting actionable insights has been a huge challenge

Data still lives in Silos



Operationalize Machine Learning



Organization needs to act fast



Let's meet Amy who works for Outdoor Equipment Inc.



Company:

Outdoor Equipment Inc. is a full-line sporting goods retailer



Amy
Marketing Director

Business Objective:

Drive top line growth and market share

Optimize Real-Time Marketing (RTM) and improve Return On Investment (ROI)

Amy wants to promote sales campaign at targeted customers to increase organization's revenue



**Outdoor Equipment**

Coupon Valid Friday, November 24 5:30AM-2PM Only

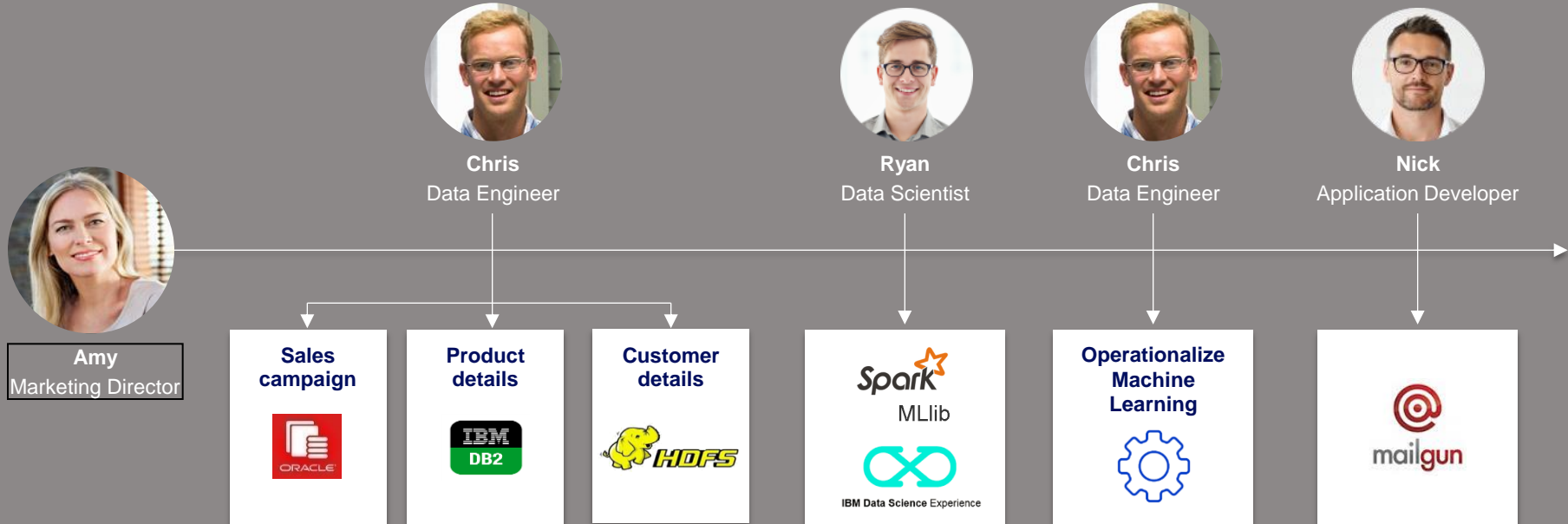
TAKE 50% OFF **Orig. Price With Coupon**

Nike 1205 Football 12.48 with coupon **Orig. ▼ 25.00 Now 19.99**
or Wilson Competition Basketball 19.98 with coupon **Orig. ▼ 39.99 Now 24.99**

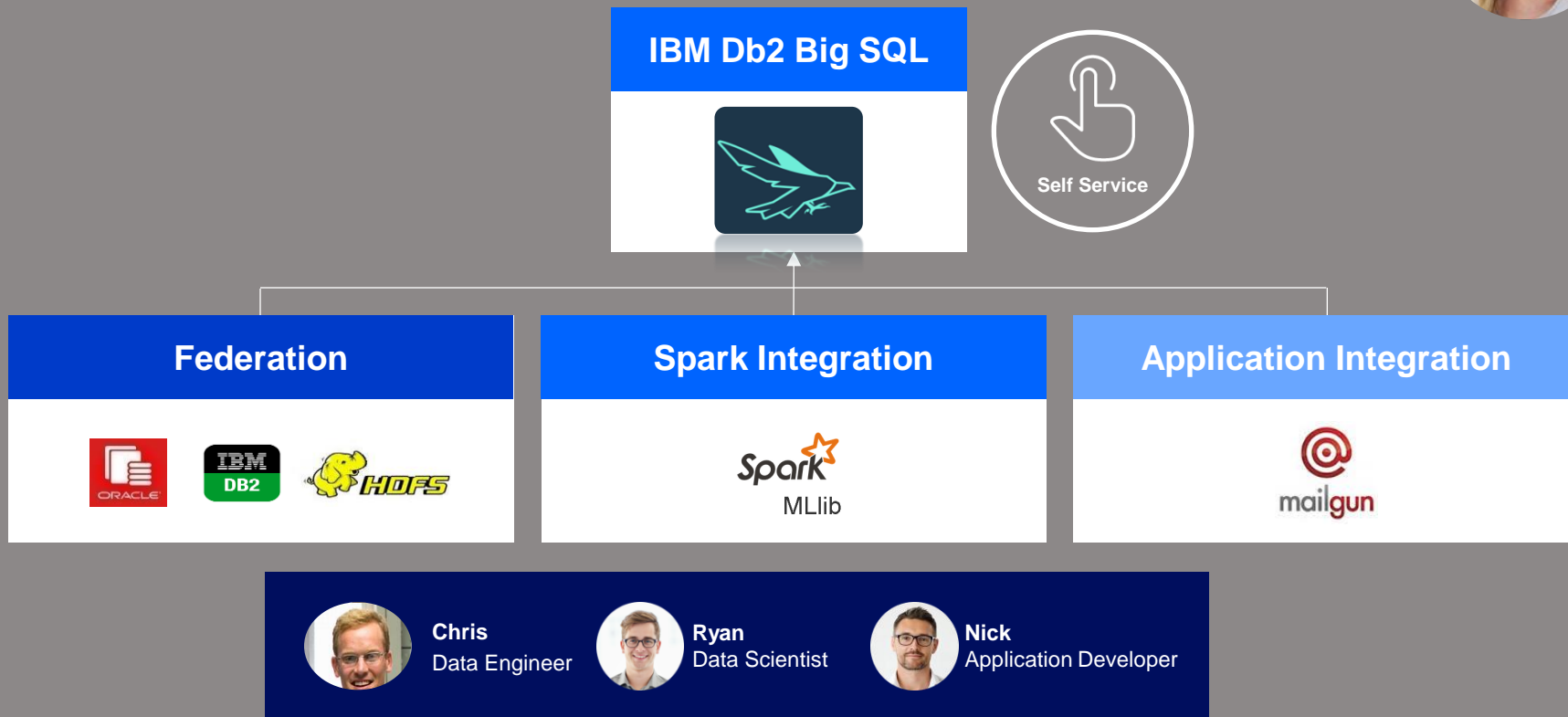
Limit one item per coupon, per customer. Total amount of coupon must be redeemed at one time. Cannot be combined with any other offers or coupons, or used for layaways or previously purchased merchandise. Coupon valid on in-store purchases only. No reproductions or rain checks accepted. Some exclusions may apply. See store for details. **Valid Friday, November 24 5:30AM-2PM.**



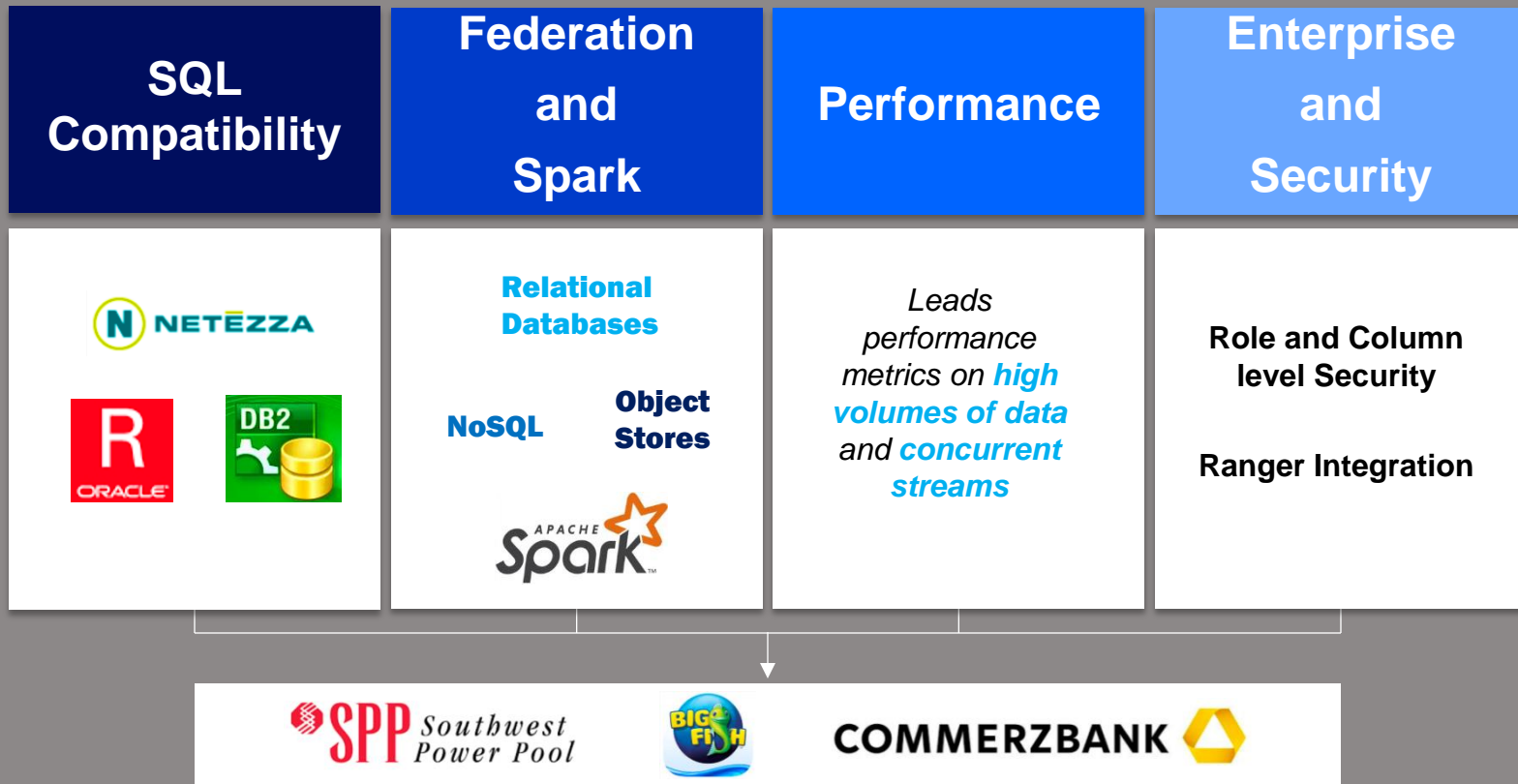
Amy needs to work with different teams who perform specific tasks to execute the campaign



With Big SQL, Amy's team can self serve their requirement, save time on execution and enhance productivity

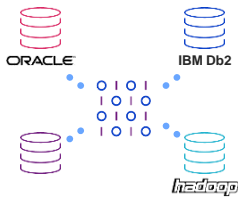


IBM Db2 Big SQL Key Capabilities



Solutions for Operationalizing Machine Learning and getting actionable insights

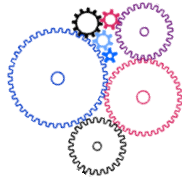
Data still lives in Silos



Mixed Analytics In-Place

*Data Consolidation with
High-Performance
Parallel File System*

Create Machine Learning and operationalize the process



DL Training in hours not days

*Boost Data Scientist &
Developer productivity*

Organization needs to act fast

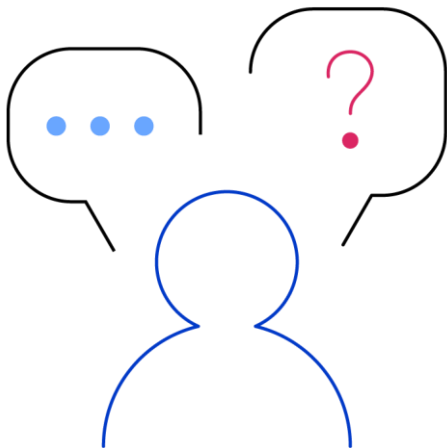


*3.5X Speedup for Most
Complex Queries*



Find New Business Opportunities or Solve Business Problems using Big SQL

How do I get started?

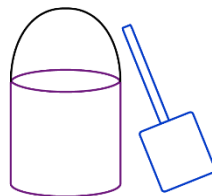


IBM Db2 Big SQL v5.0.2



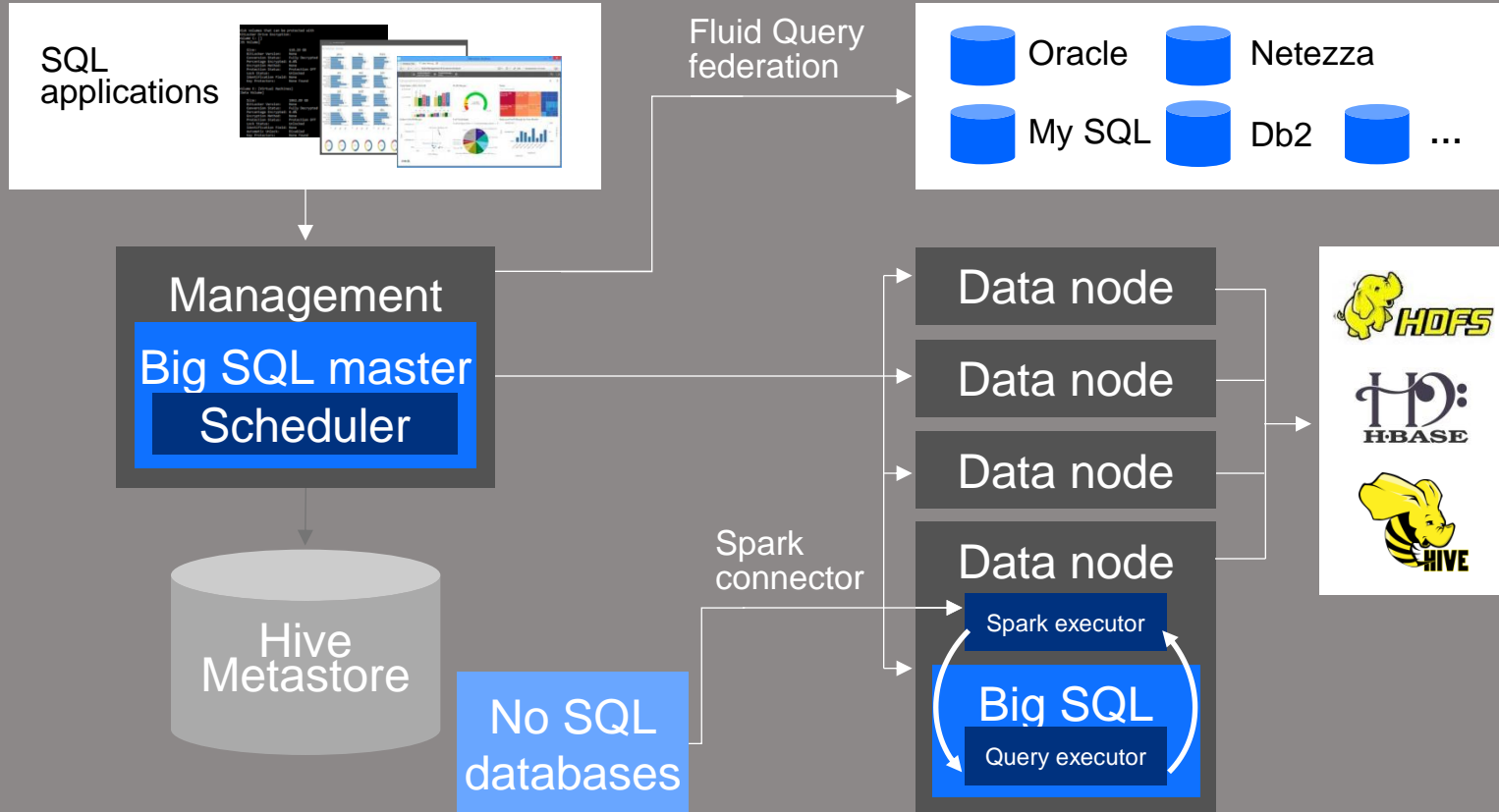
NOW
Available on HDP v2.6.4

IBM Db2 Big SQL sandbox



Try NOW!

IBM Db2 Big SQL Architecture



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