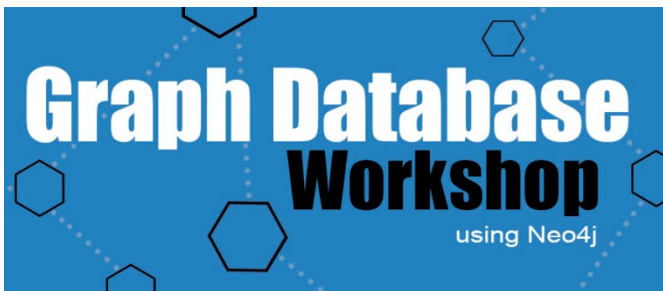# 5 reasons

Why you should send your software engineer (or team) on the

To paraphrase Seth Godin, businesses need to stop merely collecting data points, and start connecting them!

- Banks and insurance companies lose billions each year to fraud which could easily be detected if suspicious patterns among mountains of transactional data could be identified.

- Retail outlets and online stores miss out on millions in lost sales by not being able to effectively map the relationships between their customers and the products they want to buy.

- Logistics companies lose market share by not being able to deliver goods on time due to poor geospatial modelling and path finding.

The business problems that can be solved by being able to map relationships effectively using a graph database are massive. It's time to empower your organization to be able to do this!

1 Gain a new perspective on your data

In order to leverage data relationships, your organizations needs to know how to use a database technology that stores relationship information as a first-class entity. The technology that does this is a graph database.

Having your engineers understand how to leverage a graph database will empower them to provide you with additional views on your data that would be hard, if not impossible to do with other technologies.

2 Solve the right problem with the right tool

Many business problems that are hard to solve with a relational database are easily solved using a graph database. Solving the right problem with the right tool, saves on development and maintenance costs.

Attending the graph database workshop will give your engineers another tool to use to tackle your hard to solve problems in an optimal way.

3 Real-world relevance

Having been part of the core team for a high profile international client, our facilitator has a huge amount of experience working with Graph Databases in the real world.

Learning from a practitioner rather than a theoretician will ensure your engineer gets the right advice on what works and what doesn't.

4 Jump start the learning

It's often hard to learn at the office - there are just so many distractions. Graph databases in particular are challenging because they have a steep initial learning curve.

This workshop is a great way to provide focused, distraction free time essential to getting started with learning how to use graph databases.

5 Reward your staff

Assuming your employee is a hard-working, dedicated individual, sending them to the Graph Database Workshop is a way of rewarding their commitment, and demonstrating that their contribution is valued by your organization.

For more information, email events@markpearl.co.za