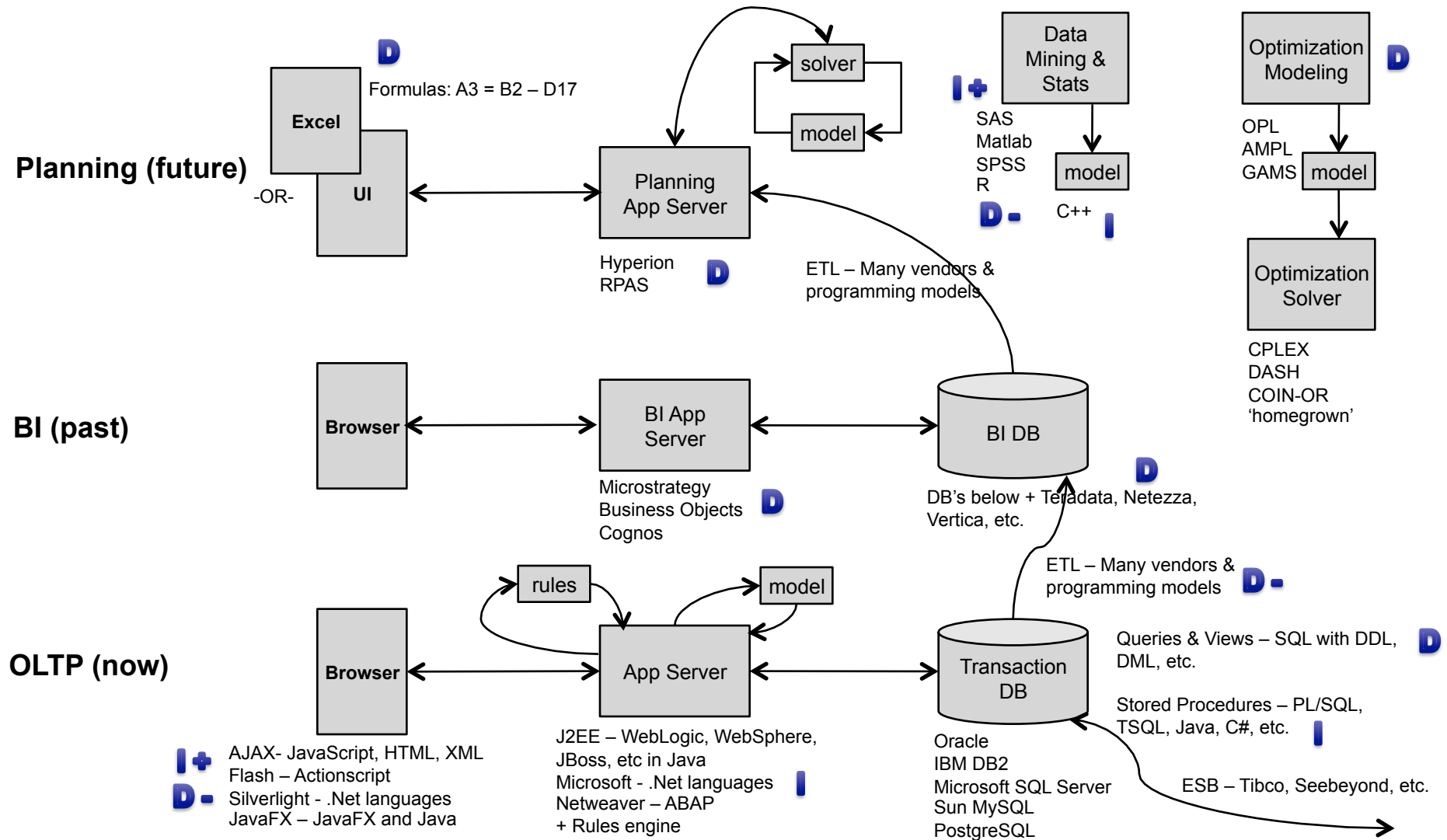
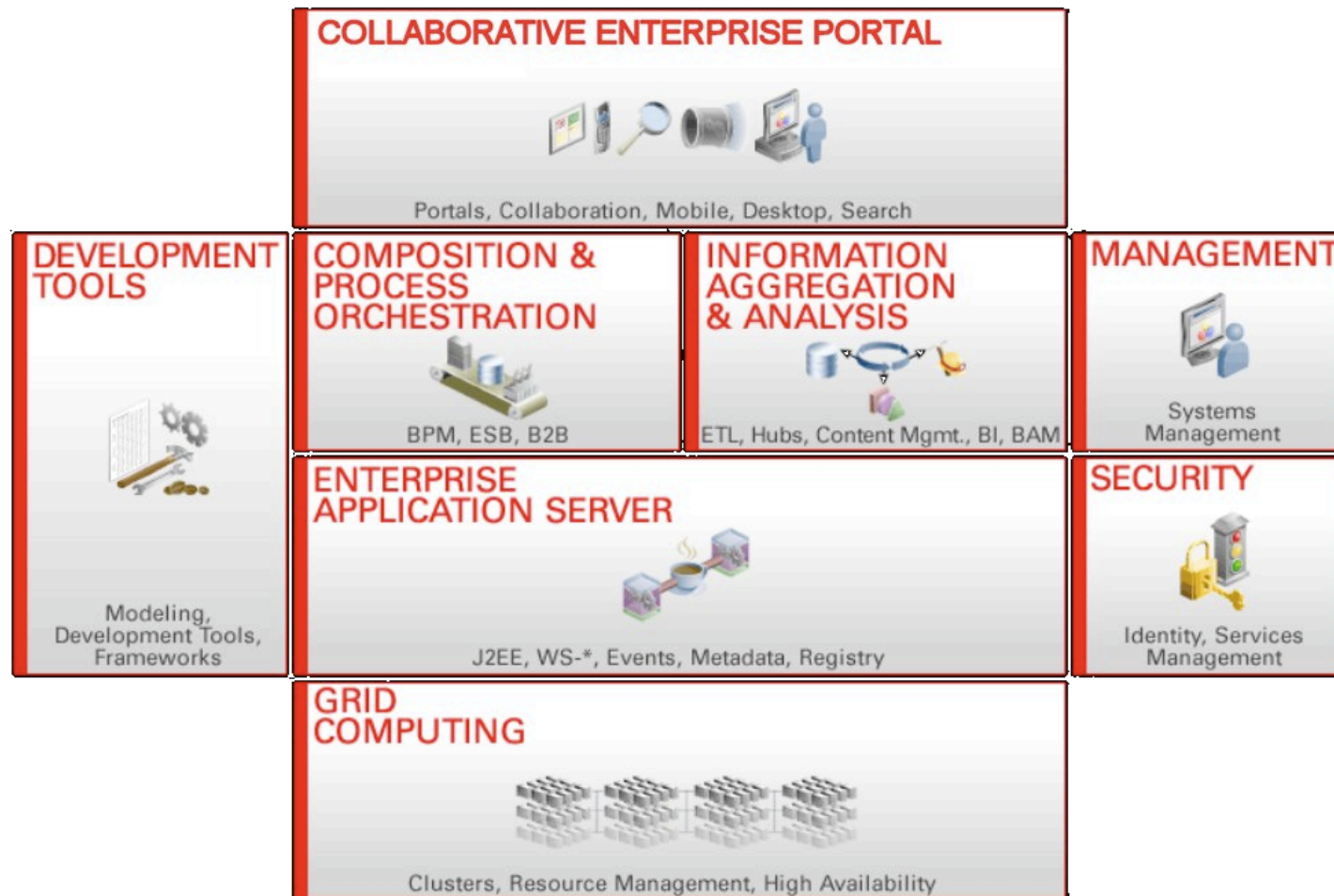


# Enterprise Decision Automation Nightmare



# Oracle Fusion



# SAP NetWeaver

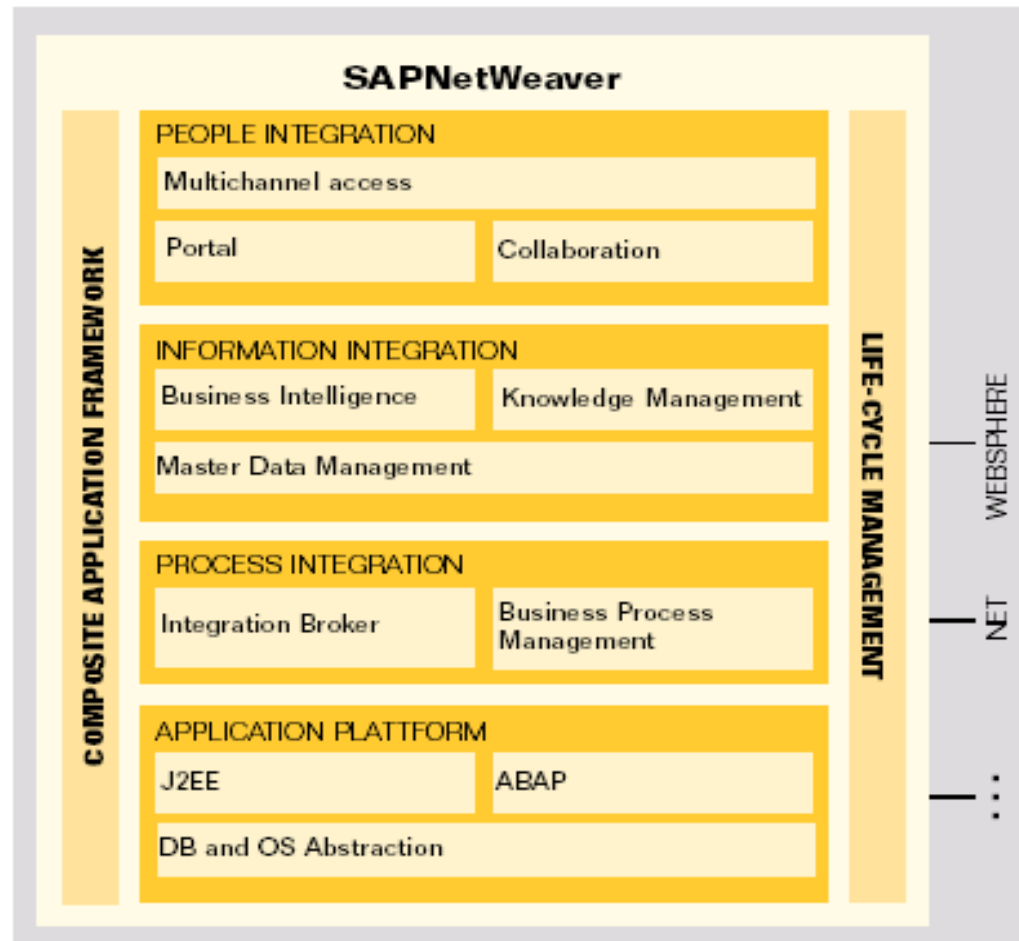


Figure 1: SAP NetWeaver: Powering all SAP Solutions



## A Modest Request

NO MORE COMPONENTS PLEASE!!!

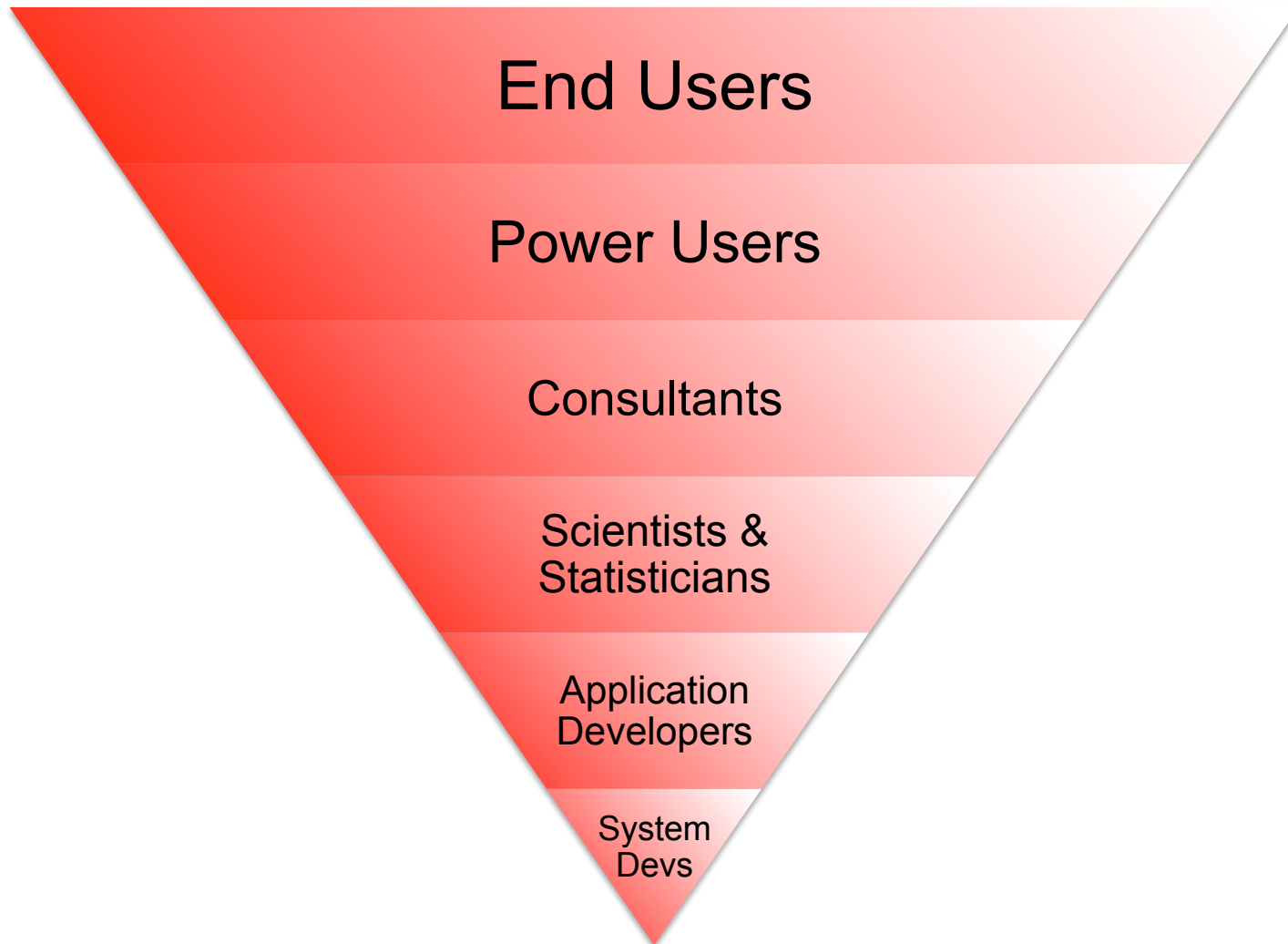
NO MORE THINGS TO GLUE TOGETHER

NO MORE NEW WAYS OF PROGRAMING THINGS

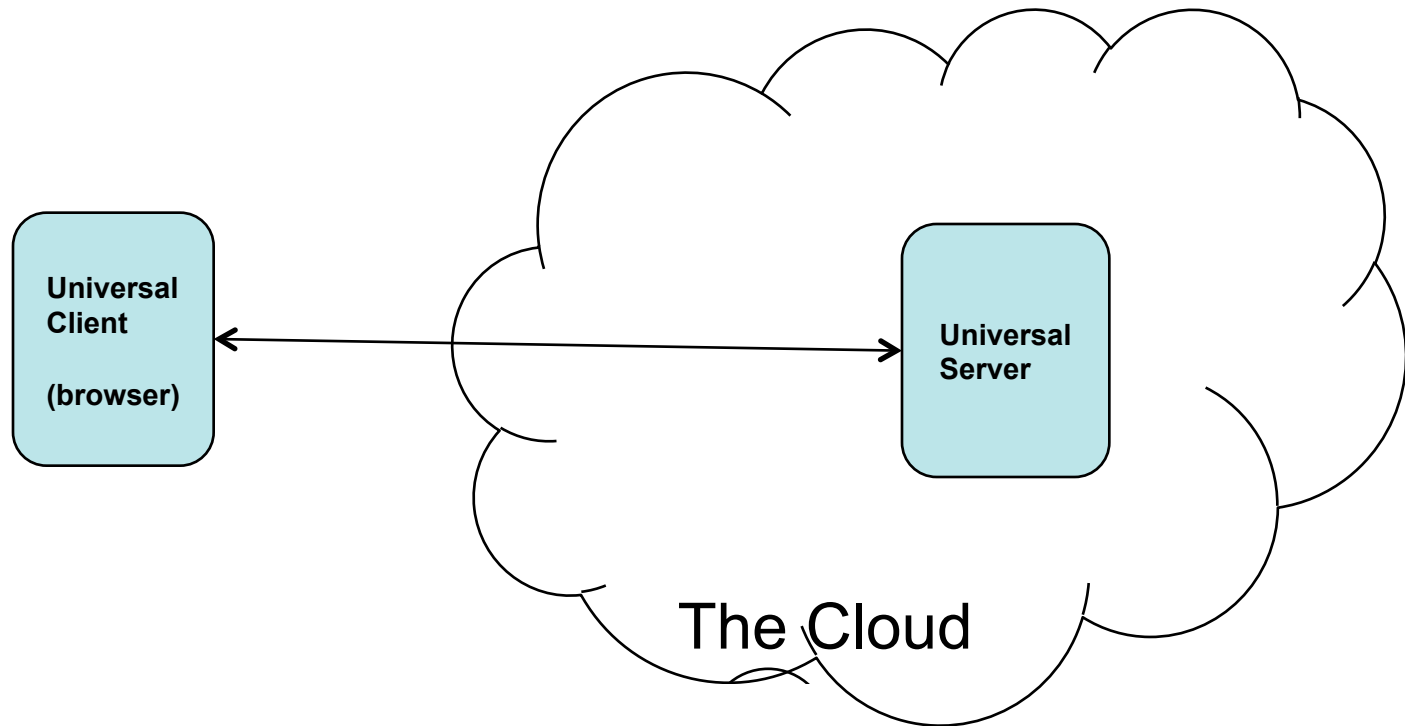
HW IS CHEAP – PROGRAMMERS, OPS PEOPLE, AND CONSULTANTS ARE NOT – WE CAN LIVE WITH SUBOPTIMAL PERFORMANCE RELATIVE TO ANY ONE COMPONENT



# The Real World



# Something Like This Will Do Nicely 😊



One programming model that is declarative and expressive for everything:

- Business Logic
- Queries
- UI
- Machine Learning
- Optimization

Throw in DB stuff (out-of-core, parallelization, etc)

Make schema changes easy so we can get spreadsheets and get our end-users involved



# If You Won't Build It, We Will

We didn't know any better so we tried it 😊

We picked datalog as the basis of our unifying language – we are making it a proper PL. It has proven amazingly versatile and performant. Everything from boring queries to Monte Carlo simulations.

We let you vary the search algorithm as well as the data structure

We implemented/implementing 3 search algorithms that seem to cover everything we need

We implemented 3 data structures that seem to work well with the 3 search algorithms

We're in production for 3 Retail, 2 Insurance, 1 Telco, and 1 APM applications (all are very different) and will soon add APM and workforce management

Even holding up for research grade applications like context sensitive program analysis and reconfigurable trust management.



## Platform-as-a-Service

LogicBlox is only available on the cloud so there are no IT adoption issues



*"On the Internet, nobody knows you're a dog."*

... and nobody knows that you're not using Oracle