BLU Acceleration in-memory technology

Fast business answers, simply delivered

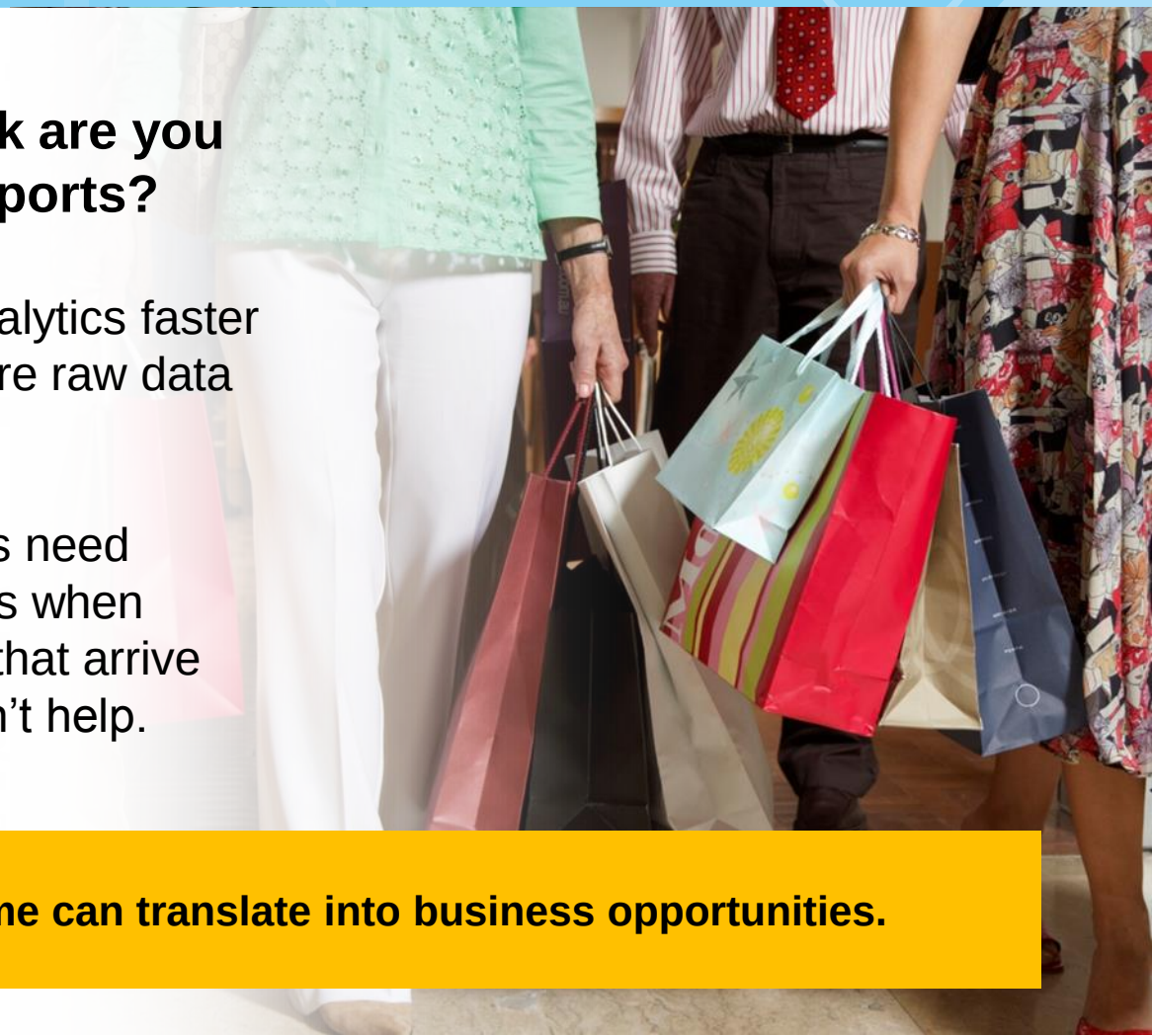
Analytics, delivered on-time

The case for insights at the speed of business

How many times per week are you asked for new analytic reports?

Business users need more analytics faster and they need to leverage more raw data than ever before.

Consider a retailer. Customers need to be offered upsell promotions when they are in the store. Insights that arrive after the customer has left don't help.



Insights delivered on time can translate into business opportunities.

Get the insight you want without compromising

Faster analytics provide more time for *what-if* analysis

Waiting for analytics results is tedious and may not drive the best business outcomes.

Consider a bank. There are tight regulatory reporting needs. If a single report takes too long to run, there is no opportunity to do further drill-down analytics to provide the best report.

End users want insights without compromise. This includes drill-down analysis that satisfies their need to know more.

Deliver fast analytics, simply

In-memory computing for the data-driven organization

Read Wikibon.org:
In-memory database puts the action in actionable insights

You must do more with less as you meet these needs for fast analytics.

With in-memory computing, you can deliver reports faster than ever before to meet the needs of an increasingly data-driven business.

Look for a solution that is easy to set up, runs on standard hardware and requires less maintenance.

What is in-memory computing?

Why has it become so popular?

Put simply, in-memory computing mainly keeps data in server RAM as a means of processing at faster speeds. It applies to data-intensive processing, such as analytics and reporting.

- **Exponential performance improvement**

Data volumes | **Cost of memory** | **Data driven decision making**

- **All of these factors** come together to make in-memory processing a **hot trend!**

Learn more: What is in-memory computing?

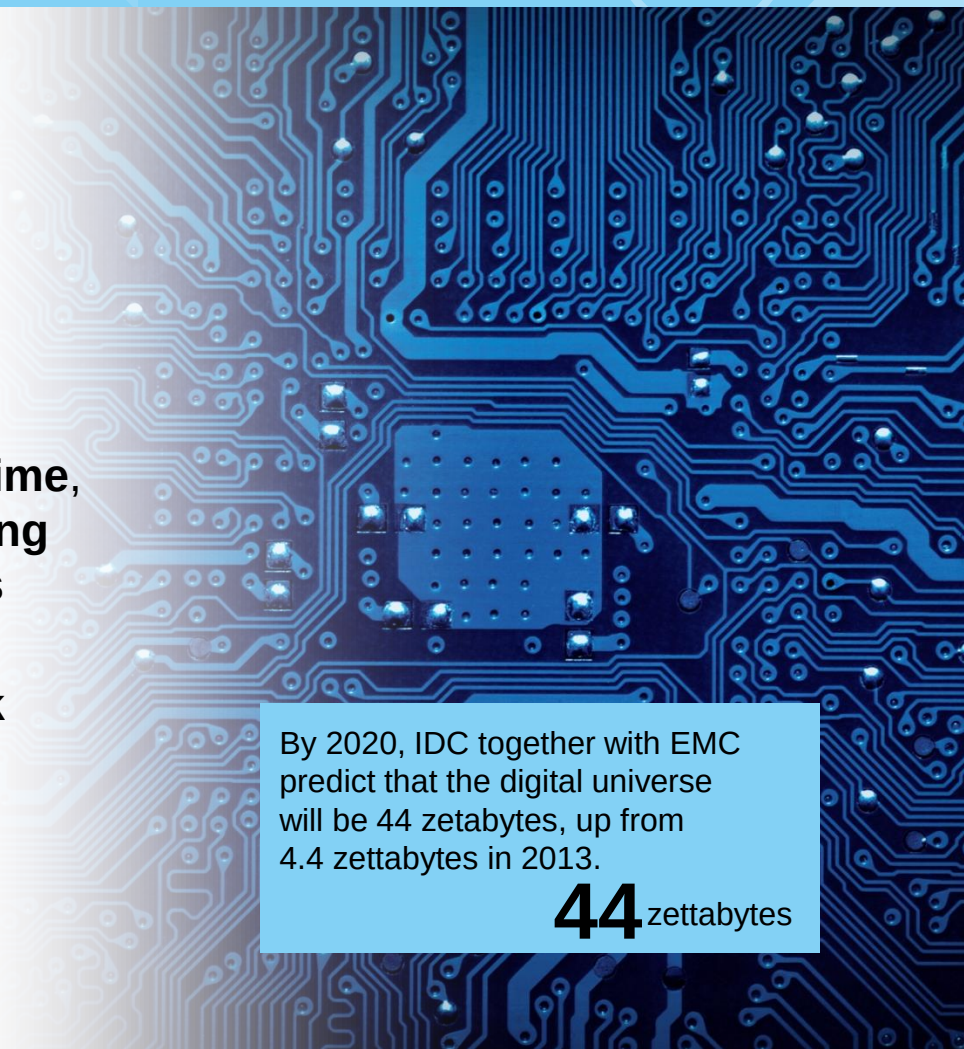
74% of respondents anticipate the speed at which executives expect new data-driven insights will continue to accelerate.

— Source: IBM IBV study, 2014

What is DB2 with BLU Acceleration?

Next generation in-memory technology

- Dramatically **accelerates analytics** and reporting speed
- Supports analytics on **transaction and warehouse data**
- Next-generation techniques help **save time**, **leverage existing hardware** and **prolong the purchase of new storage systems**
- Delivers results as fast as you can **think of the next question!**



By 2020, IDC together with EMC predict that the digital universe will be 44 zetabytes, up from 4.4 zettabytes in 2013.

44 zettabytes

Source: http://trak.in/tags/business/2014/04/15/digital-data-universe-expansion-2020

DB2 with BLU Acceleration delivers fast answers, simply

Facts to know

Explore: Next generation in-memory computing

1	**BLU Acceleration is faster than in-memory computing.**
2	**BLU Acceleration is available on a variety of platforms.**
3	**BLU Acceleration does real-time operational and analytic reporting.**
4	**BLU Acceleration is highly efficient in handling data.**

How does BLU Acceleration technology work?

Overview of next generation technologies

Get the ebook:
In-memory analytics for the era of big data

Massive data sets need not fit into memory	**Patented technology** puts the right data in or close to CPU at the right time for **extreme resource efficiency.**
***In-the-moment* reporting on transaction data**	Real-time reporting on data in transaction systems **without performance impacts** on these systems.
Works on compressed data, including joins and predicates	**Broad range of analytics on compressed data**, saving CPU cycles, increasing overall **processing efficiency.**
Intelligently skips data that is unnecessary to the query	Data skipping **automatically** determines which data is not needed in a query, so it skips unnecessary data for **speed and efficiency**.
Simple to use out of the box, with load and go technology	**Automatically convert** row based data to columns and run your queries—it's as simple as **create**, **load and go.**

What's the benefit?

Our clients explain . . .

Learn more: Hear from more BLU Acceleration clients

Business users

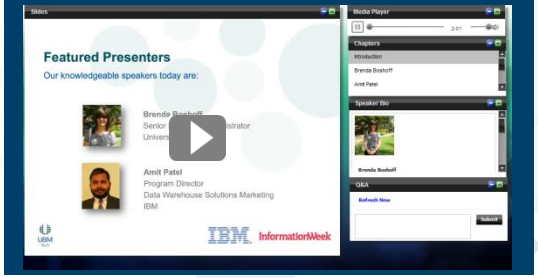
- Slow reporting is a thing of the past
- Faster reporting means more time to process additional queries

Ask our client, Handelsbanken

CIO / CTO

- Respond to demands for analytics quickly and cost effectively
- Respond to end user needs to drive new business opportunity

Ask our client, University of Toronto



IT administrators

- Easy to implement so you quickly respond to business needs
- Single skill set for analytics and transactions
- Meet and exceed SLAs for reporting performance

Ask our client, BNSF Railway

Use DB2 with BLU Acceleration with Cognos

Fast on fast: in-memory processing + BI

Watch: BLU Acceleration – Cognos demo

DB2 with BLU Acceleration deeply integrates with IBM Cognos Business Intelligence (BI) to provide reporting and deeper analysis.

- ✓ Freely explore information
- ✓ Fast time to value with BI patterns
- ✓ BLU Acceleration includes Cognos BI entitlements
- ✓ Database queries go from minutes to seconds

Use BLU Acceleration with SAP

Fast, simple in-memory processing on core business data

Read: Use BLU Acceleration with SAP BW

Insights are needed to make decisions using core business process data

- ✓ DB2 with BLU Acceleration is certified for SAP BW
- ✓ Speed, simplicity and agility for SAP BW reporting
- ✓ Simplified implementation
- ✓ Leverage existing hardware resources
- ✓ History of deep engineering collaboration between IBM and SAP

Explore DB2 with BLU Acceleration

ibmbluhub.com/explore

Technical and executive resources designed to help you learn more about DB2 with BLU Acceleration.