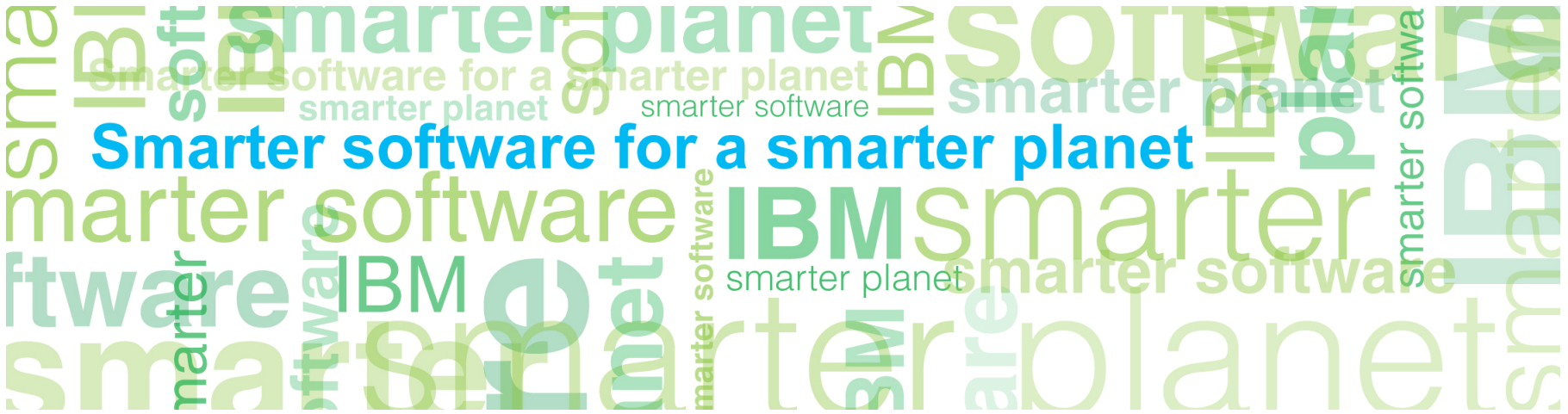
Ubrzajte svoj Data Warehouse 100 puta i više

Robert Božič
robert.bozic@si.ibm.com



Agenda

- Primjer razvoja Data Warehouse okoline u Zavarovalnici Maribor
- Kako može IBM pomoči kod ubrzanja Data Warehouse-a

Zavarovalnica Maribor

- The second universal insurance company in Slovenia measured by Written Premium (WP).
- Market share 2011: about 13%.
- Number of employed:
  - More than 900 internal workers, approximately 200 of which are sellers on the active list.
  - Contractual sellers: approx. 500

The BI system of ZM - development

- Years 2005 – 2007:
  - Upgrade of the data warehouse– launching a three tier infrastructure and introducing atomary data on important business transactions (events).
  - Enlargement of the data warehouse by 100.
  - Purchased a new data server in the price range of 30.000 EUR (price per CPU speed and storage units also fall dramaticly).
  - Bought an application server for the BI tool – launching a thin client.
  - Increasing the number of common users to 250.
  - Purchased a CPU license for the BI tool.
  - The very beginning of the real time operational decision support:
    - Finding out client's profitability.
    - Demands managing.
  - Towards the end of 2007 BI declared as a key business process of ZM.

Expected responsiveness of DWH system

- “Imediate” responsivness:
  - Daily or even shorter frequencies for data loading;
  - Real time BI.
  - Sophisticated iterative analysis: marketing analysis, product or customer profitability analysis etc.
  - Quick ad-hoc reporting for various purposes.

Main issues regarding the further development of the DWH

- More and more administration: database servers, application servers, BI tools, BI applications...
- Higher and higher ownership costs (HW; SW, licences...).
- Continuously increased complexity of the ELT process.
- Smaller and smaller time window for transfer of more and more data for the ETL process.
- More and more end users.
- Continously increased complexity of the reports and analysis - **killer queries which can only be run in the evening hours , “freeze” the server, even on DWH.**

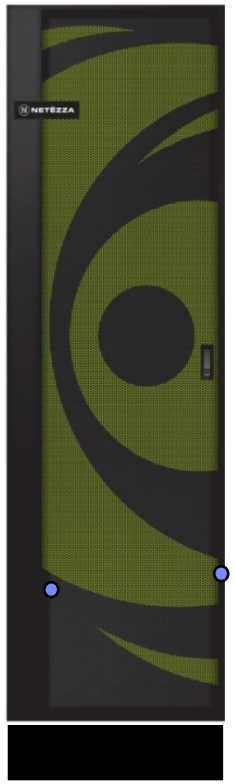
The IBM Netezza Appliance: Revolutionizing Analytics

- Purpose-built analytics engine
- Integrated database, server & storage
- Standard interfaces
- Low total cost of ownership

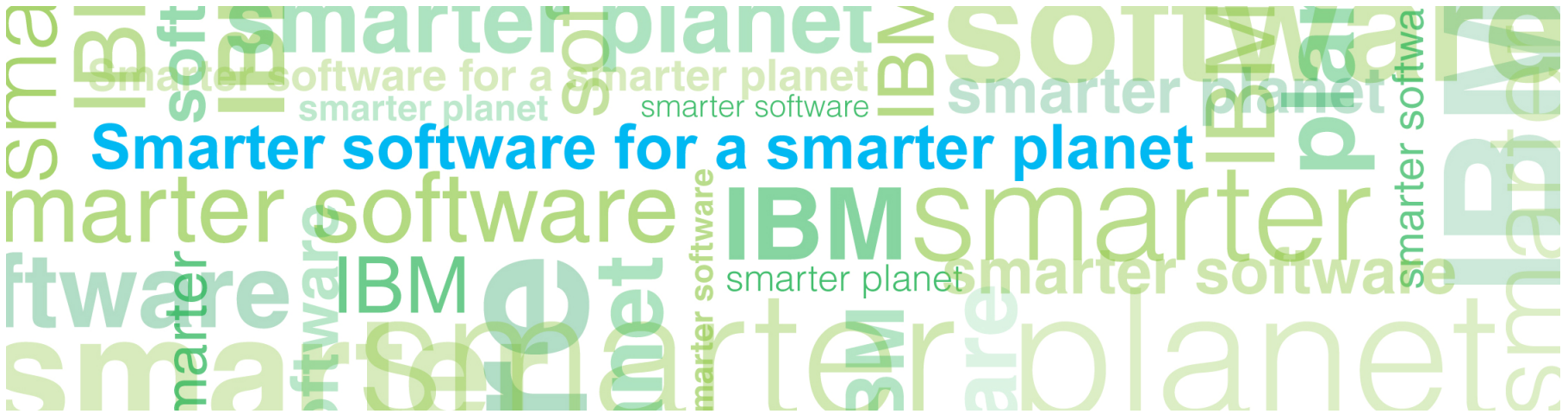
- Speed: 10-100x faster than traditional systems
- Simplicity: Minimal administration
- Scalability: Peta-scale user data capacity
- Smart: High-performance advanced analytics

Bold Claims, but...We Prove Them!

- We prove we are simpler
- We prove we deliver performance
- We prove we work within your environment
- We prove we integrate with your 3rd party tools
- We prove we are “easy to do business with”
- We prove we have the lowest TCO
- We prove Business Value



Appliance Simplicity



Managing The Netezza Appliance

- No software installation
- No storage administration
- No database tuning

Less DBA drudgery,
More applications

The Netezza Appliance – Loading

Data Integration

- Ab Initio
- Business Objects/SAP
- Composite Software
- Expressor Software
- GoldenGate Software (Oracle)
- Informatica
- IBM Information Server
- Sunopsis (Oracle)
- WisdomForce

Data In

SQL ODBC JDBC OLE-DB

The Netezza Appliance – Querying

Reporting & Analysis

- Cognos (IBM)
- Actuate
- Business Objects/SAP
- Information Builders
- Kalido
- KXEN
- MicroStrategy
- Oracle OBIEE
- QlikTech
- Quest Software
- SAS
- SPSS (IBM)
- Unica (IBM)

Data Out

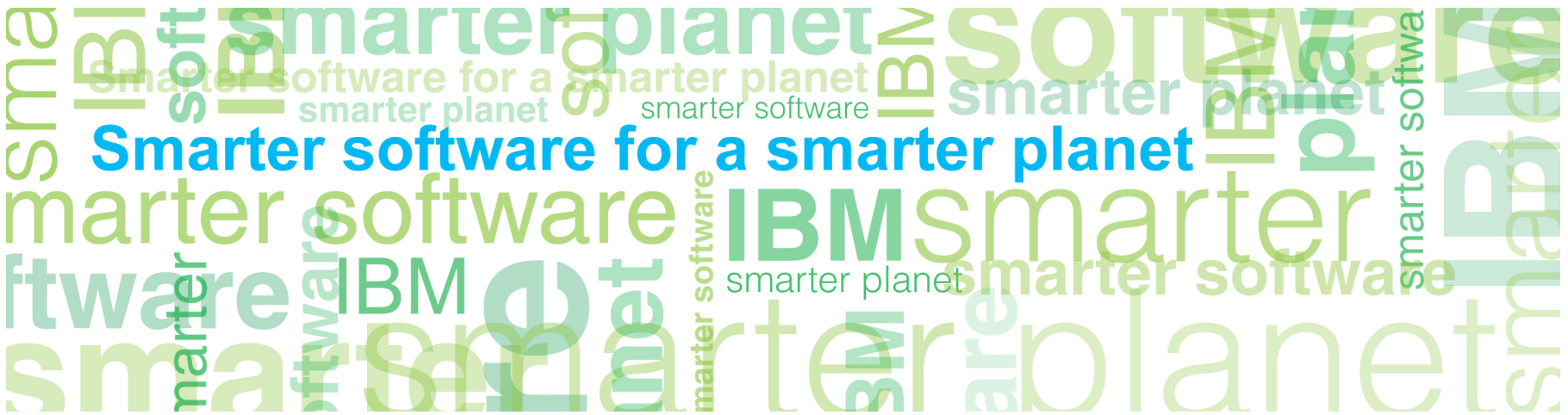
OLE-DB

JDBC

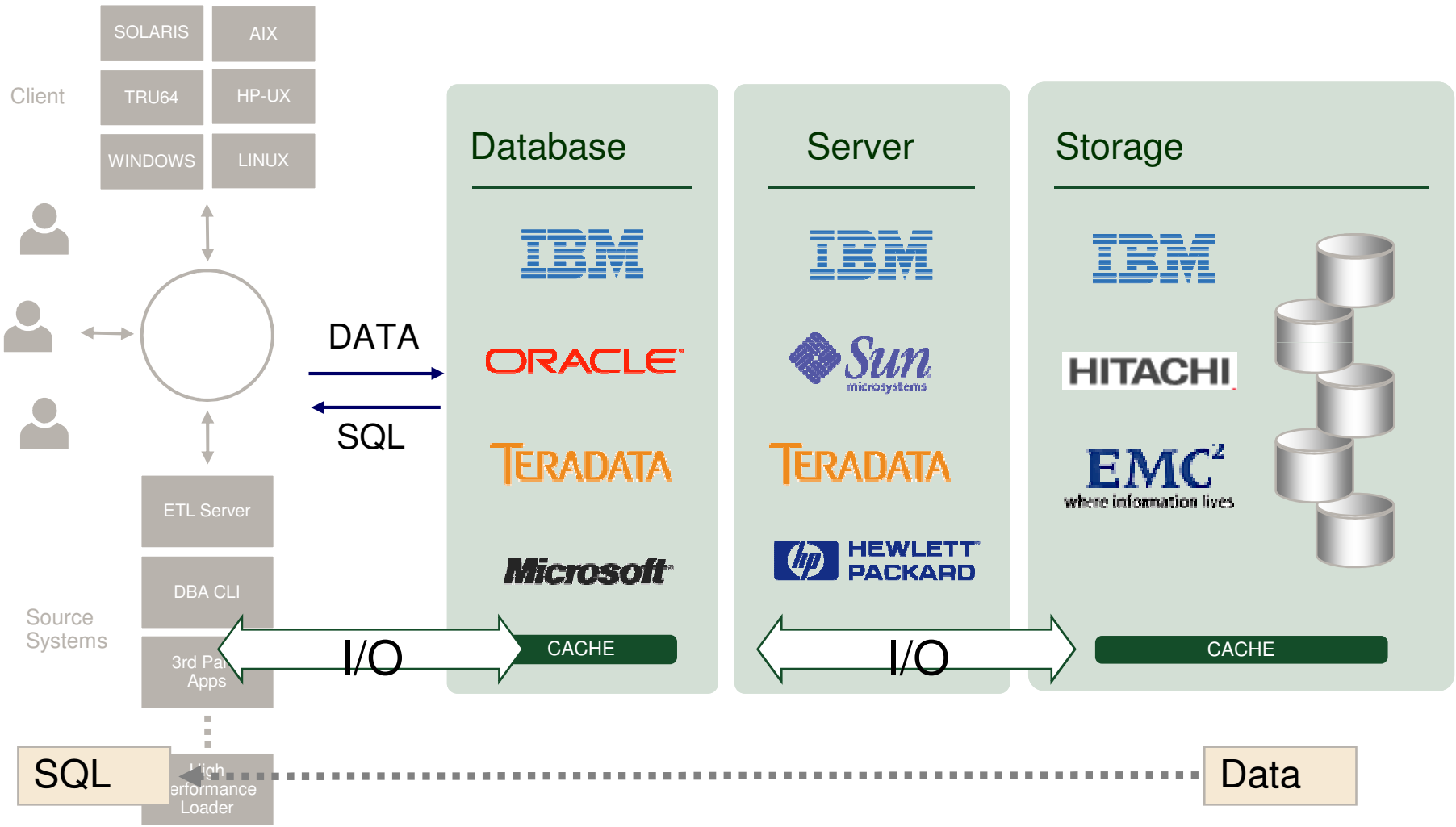
ODBC

SQL

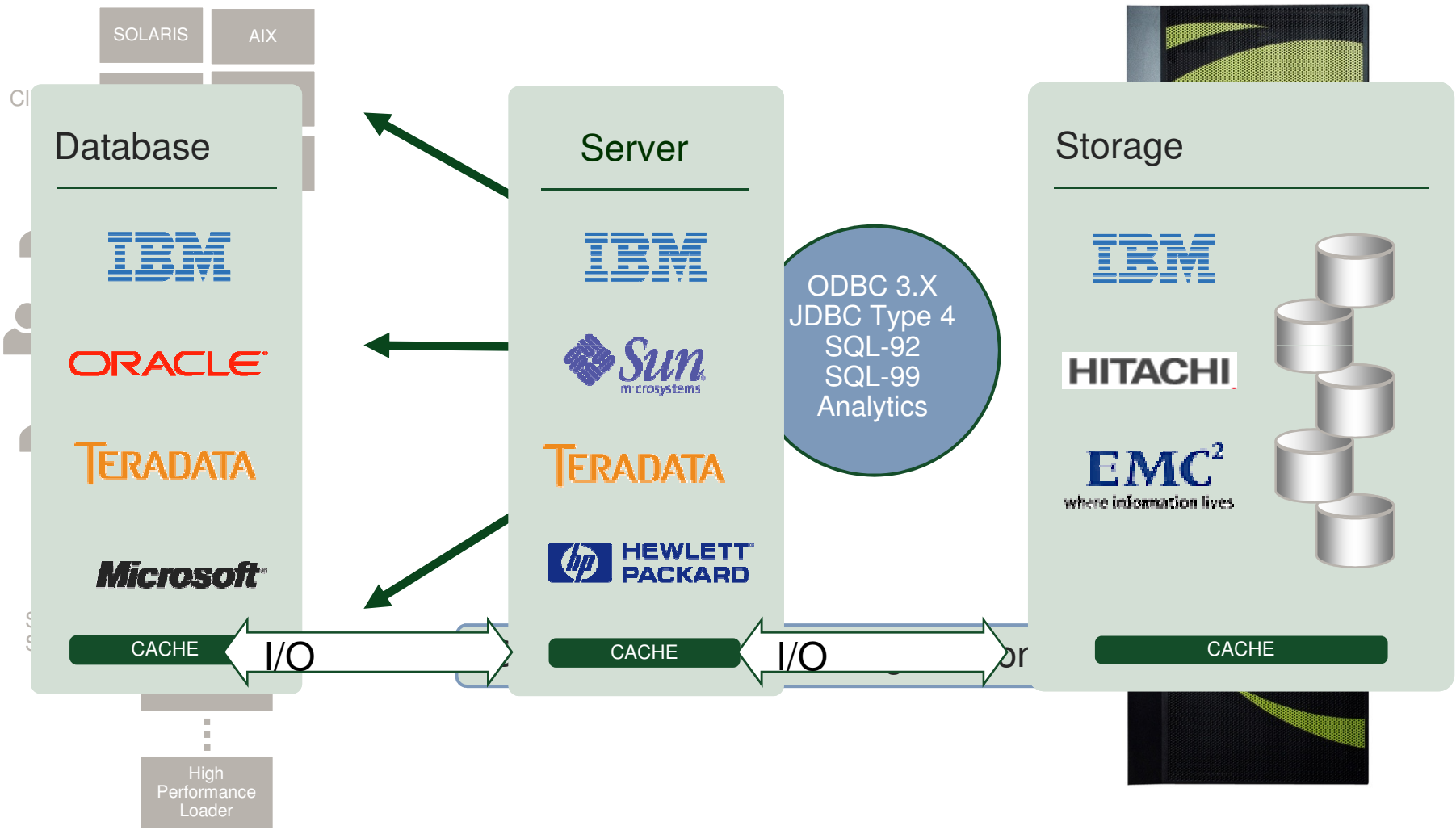
Appliance Architecture



IBM Netezza True Appliance Architecture



IBM Netezza True Appliance Architecture



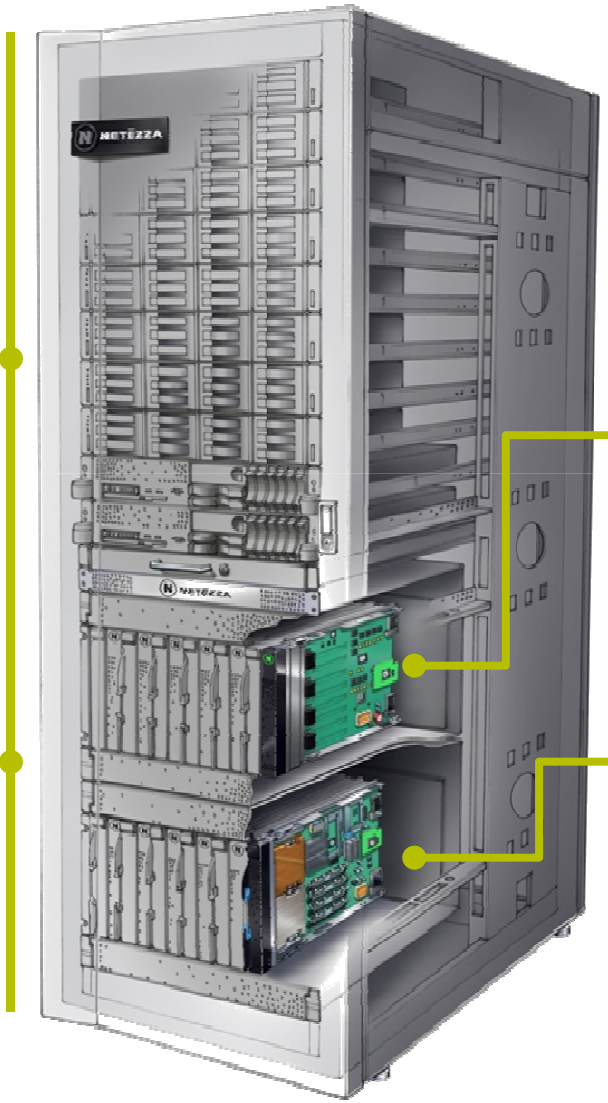
IBM Netezza True Appliance Architecture

Optimized Hardware+Software

Purpose-built for high performance analytics; requires no tuning

True MPP

All processors fully utilized for maximum speed and efficiency



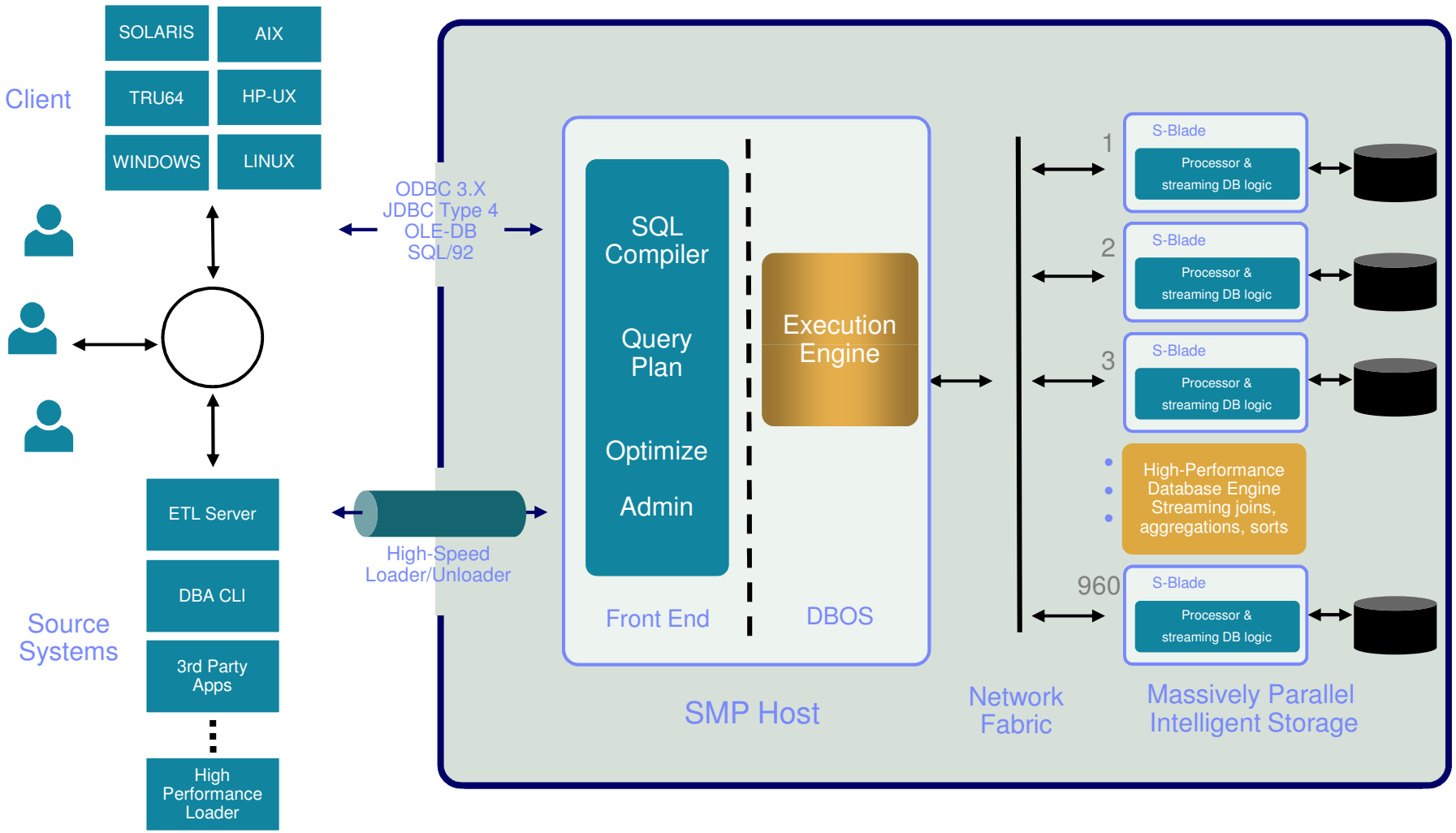
Streaming Data

Hardware-based query acceleration for blistering fast results

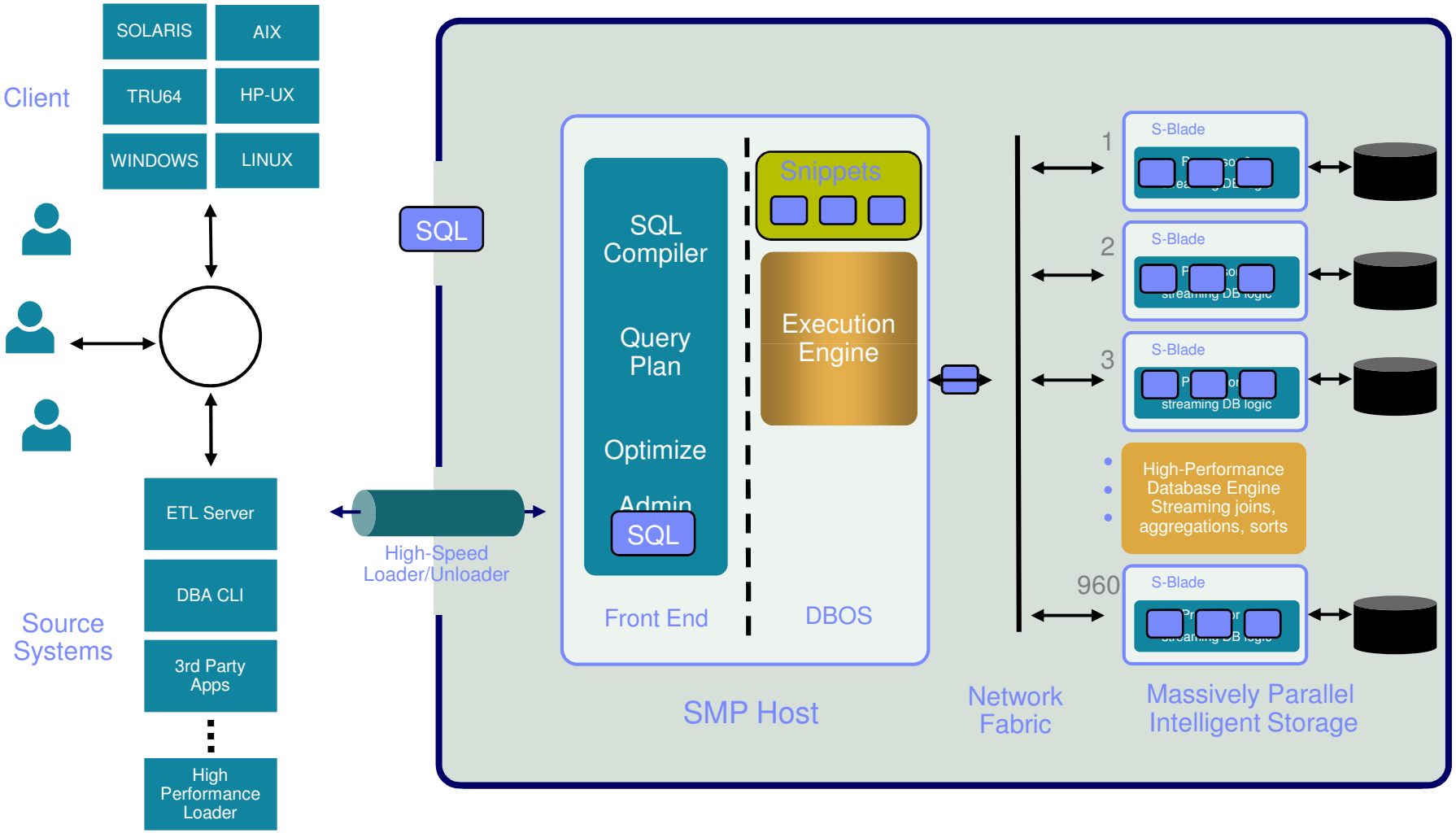
Deep Analytics

Complex analytics executed in-database for deeper insights

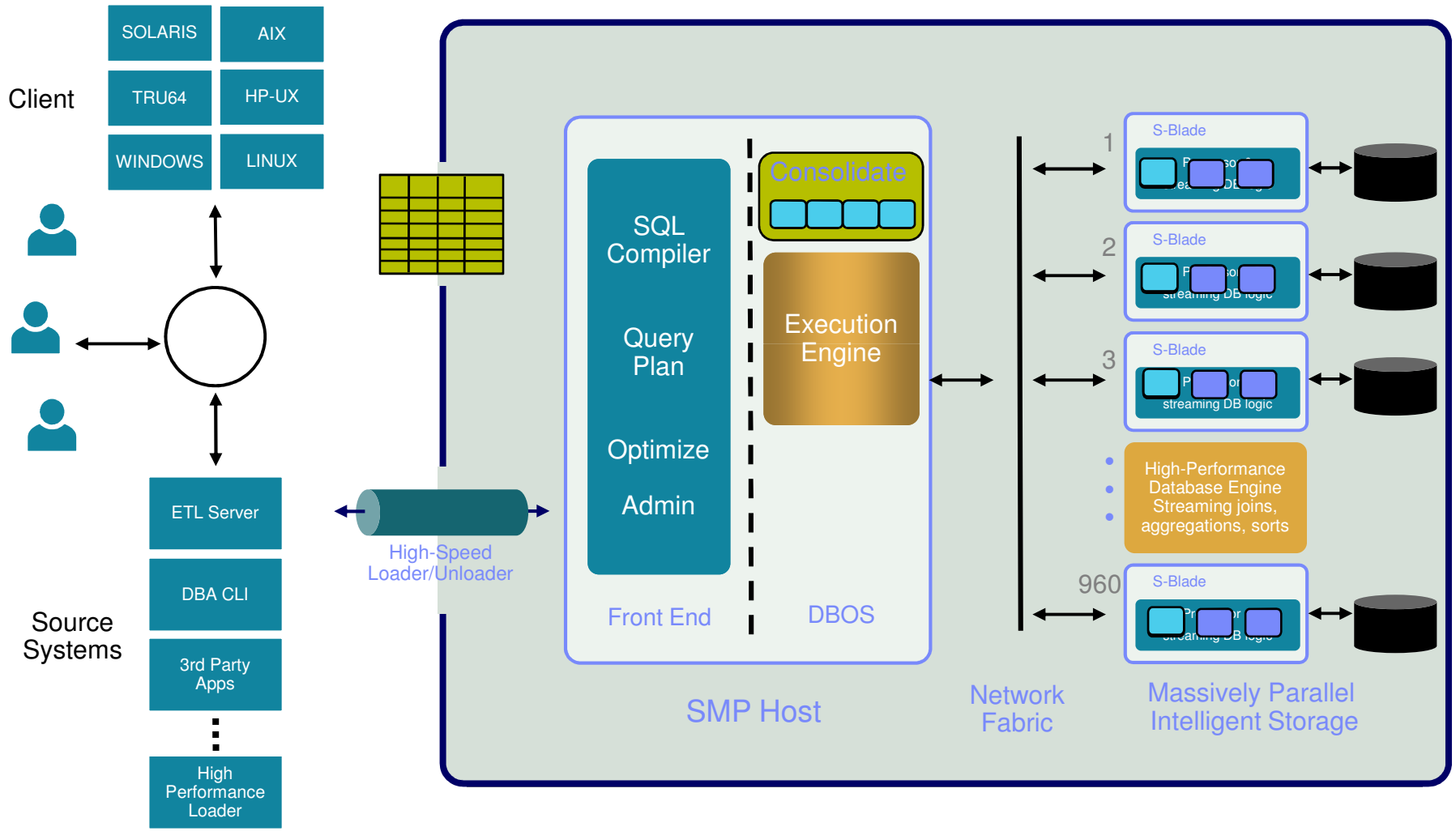
IBM Netezza True Appliance Massively Parallel Processing



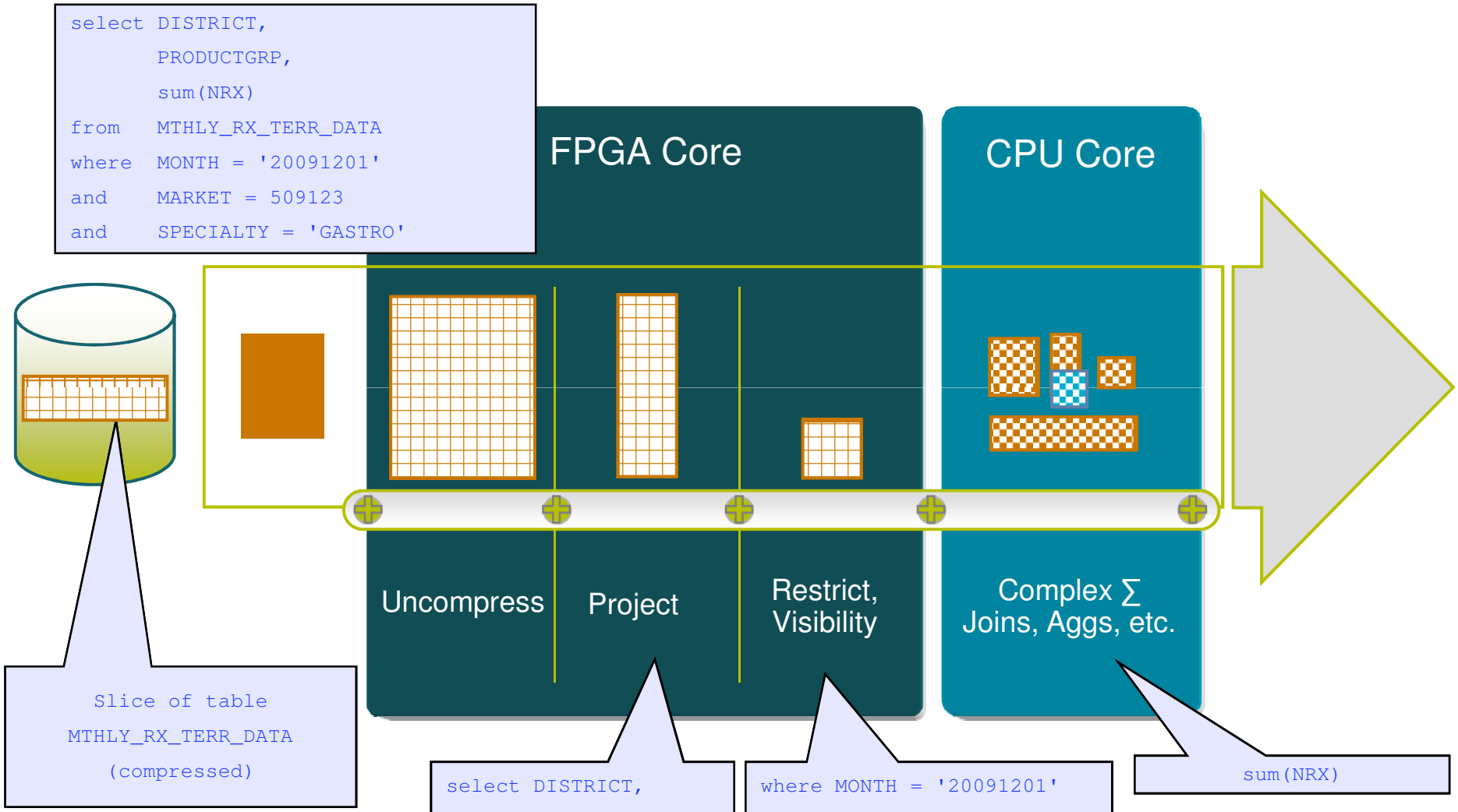
IBM Netezza True Appliance Massively Parallel Processing™



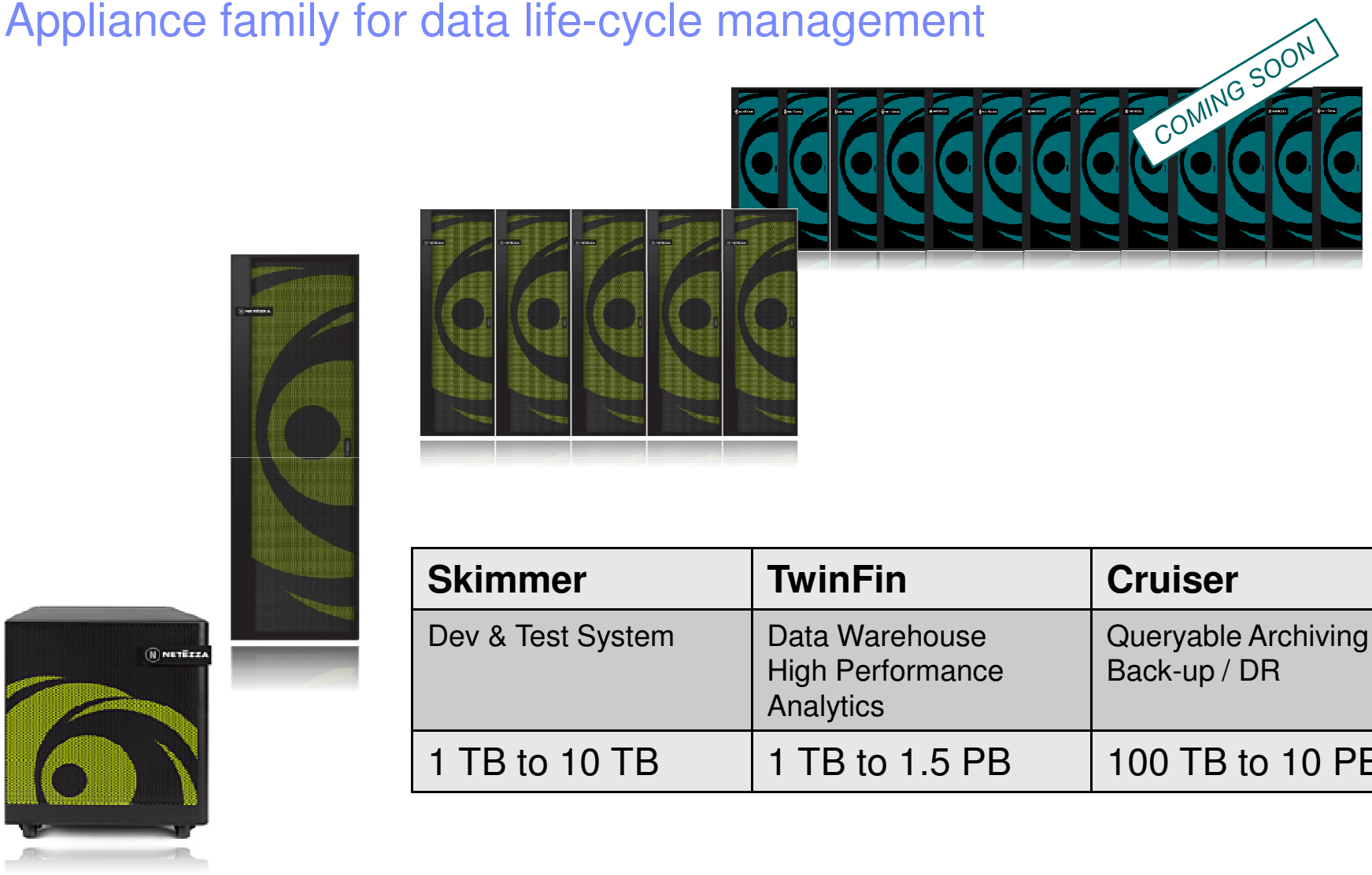
IBM Netezza True Appliance Massively Parallel Processing™



Our Secret Sauce



Appliance family for data life-cycle management



Skimmer	TwinFin	Cruiser
Dev & Test System	Data Warehouse High Performance Analytics	Queryable Archiving Back-up / DR
1 TB to 10 TB	1 TB to 1.5 PB	100 TB to 10 PB

Bold Claims, but...We Prove Them!

- We prove we are s
- We prove we deliv
- We prove we work
- We prove we integ
- We prove we are "
- We prove we have
- We prove busines

The “Netezza-effect” on positioning the BI/DWH in ZM

- Considered by the management as one of the best IT-investments in the last 10 years.
- The trend of IT-investments in BI remained and is at the moment considered as more profitable than investment in ERP.
    - In ZM BI-investment are at the moment number one or at least as important as ERP in operational IT-infrastructure!
- The same BI-team is capable of manage even larger BI-infrastructure.
- Vast simplification of many complex queries and batch jobs.
- Development of new BI-solutions.

Hvala

robert.bozic@si.ibm.com