



IRONSIDE

Introduction to Cloud Data Warehousing

Minding
your
business™

PureData for Analytics on Cloud vs. dashDB

Introductions



KRISTIN BROWN
Marketing Events Manager
kbrown@ironsidegroup.com
781-860-8840



GREG BONNETTE
Vice President, Strategy & Innovation
gbonnette@ironsidegroup.com
781-860-8840 x256



ERIK ROMANEK
Manager, Platform Services
eromanek@ironsidegroup.com
781-860-8840 x268

RICH SEPE
Director of Sales
rsepe@ironsidegroup.com
781-367-7899

Agenda

- Introduction to Ironside
- What is Cloud, Really?
- Why Cloud for Data Warehousing?
- Intro to IBM PureData for Analytics (IPDA)
- IBM PureData for Analytics on Cloud
- Intro to IBM dashDB
- Which Solution is Right for Me?
- How do I get started?

By the Numbers

1999

Our Founding Year

100+

Employees in 7 Offices
across North America

#1

IBM BA Partner in North
America 2013

#546

2014 Inc. 5000

#20

2014 Best Places to Work
in IT

500+

Happy Clients



IBM Business
Partner Award
2013
Business Analytics



EY Entrepreneur
Of The Year™
2014 Finalist

What do we do?

Enterprise Information Advisory

Business
Intelligence

Information
Management

Advanced
Analytics

Performance
Management

On-Shore Remote Development

Professional Education

Enterprise Information Platform Hosting & Management

We Exist to Make the World of Business Smarter

110101001010010101
010101010100110101
110101001010010101
010101010100110101
110101001010010101
010101010100110101
110101001010010101
010101010100110101
110101001010010101
010101010100110101
110101001010010101
010101010100110101

We turn data...



Into Valuable Insights...



To drive positive
business outcomes



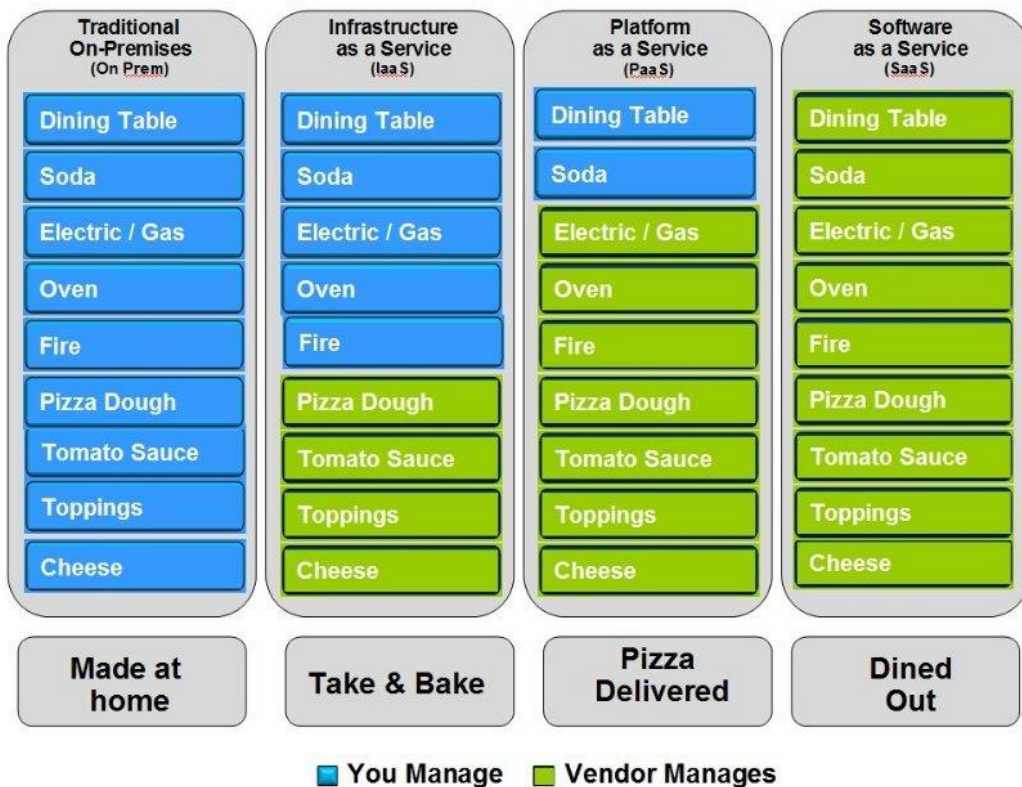
What is Cloud, Really?

Defining “Cloud”

“A style of computing where scalable and elastic IT-related capabilities are provided 'as a service' to customers using Internet technologies.”

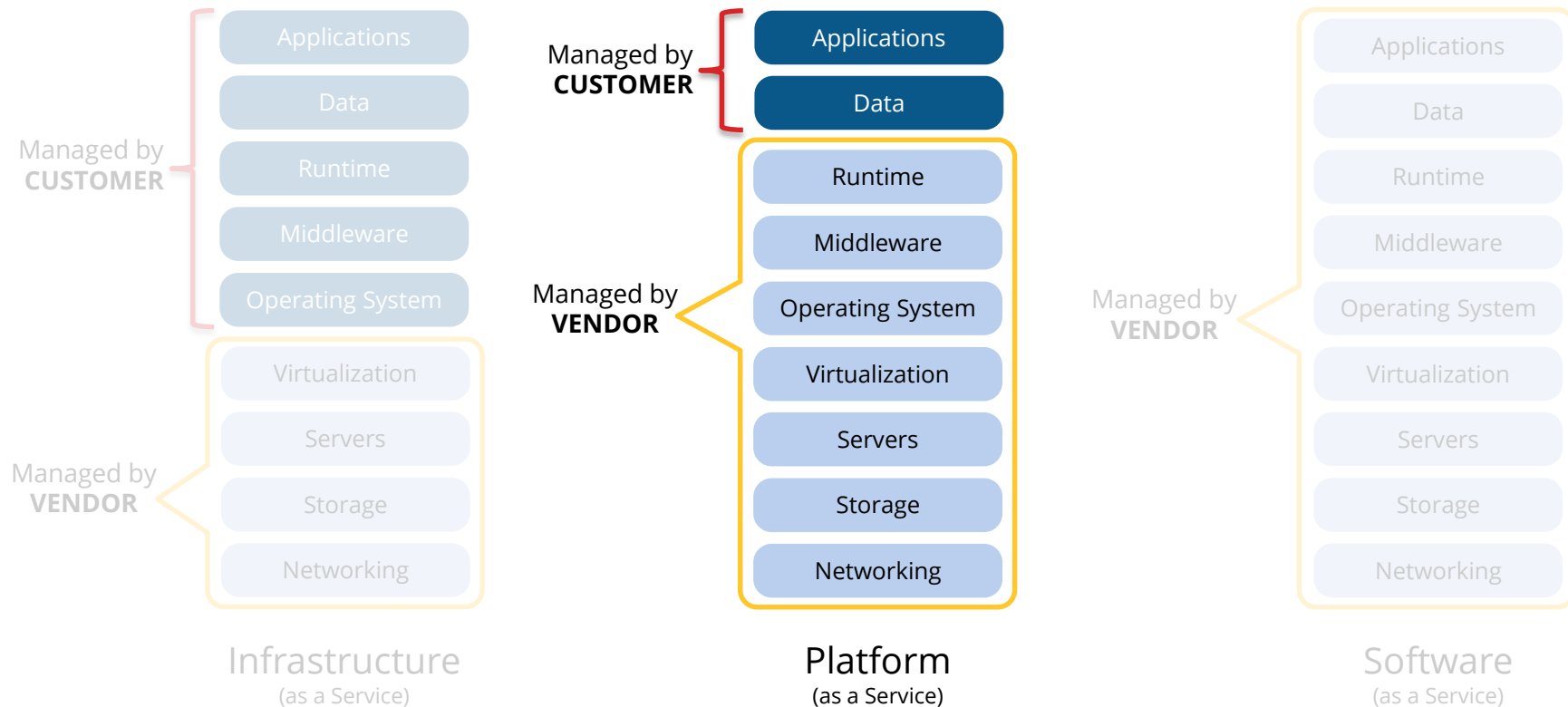
Gartner, 2015

Pizza as a Service



Credit: <https://www.linkedin.com/pulse/20140730172610-9679881-pizza-as-a-service>

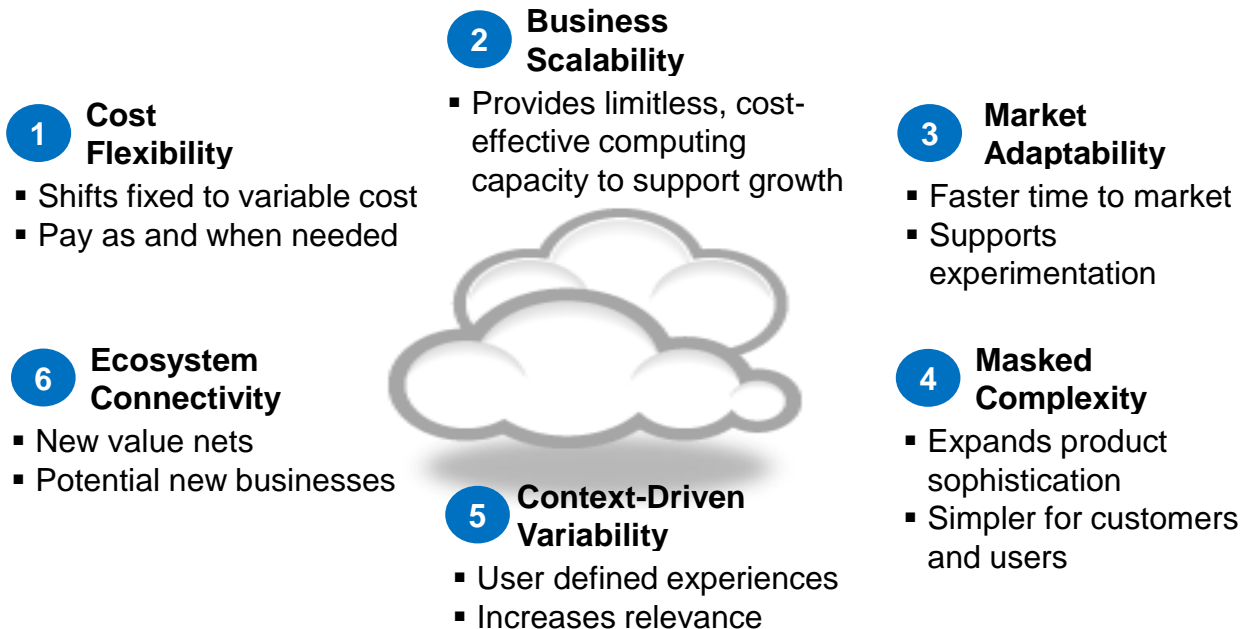
The 3 Major Styles of Cloud



Cloud Drives Better Business Economics

The number one reason to adopt cloud is NOT cost savings, it is agility.

Cloud enables businesses to compete *faster*.



Source: IBV Analysis

Why Cloud Data Warehousing?



Run Queries

Browse or run queries to locate or identify specific information in your data and drive deep insights.



Connect Tools

Connect IBM or third-party apps to complement your existing workflow with additional functionality.

Faster Deployment

Traditional DW



VS.

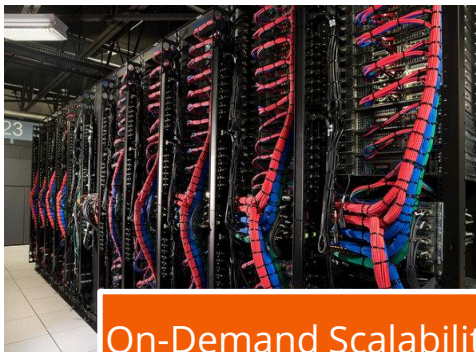
Big Data & Analytics



Supports Business Agility



Access to New Capabilities



On-Demand Scalability



Fewer Specialized Skills Required

workday.



NETSUITE

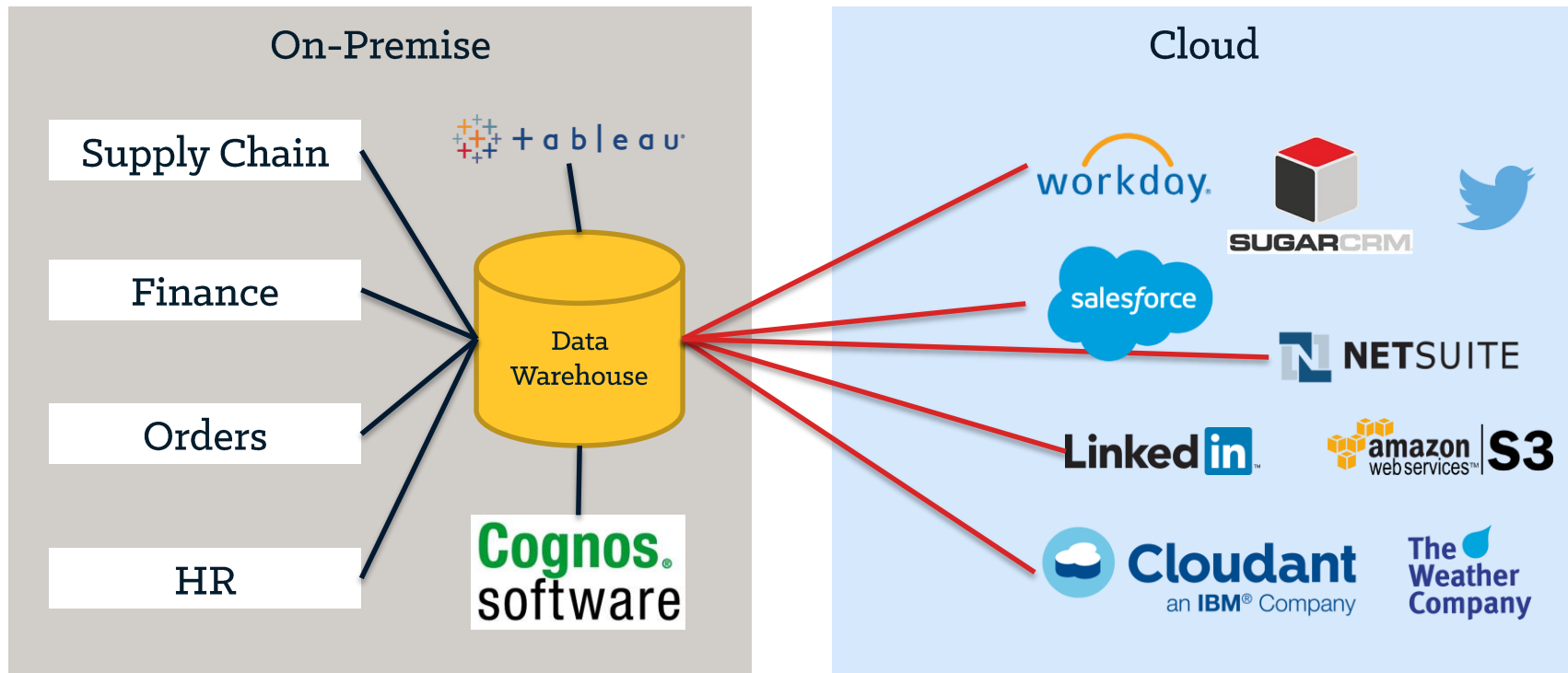
LinkedIn

amazon web services S3

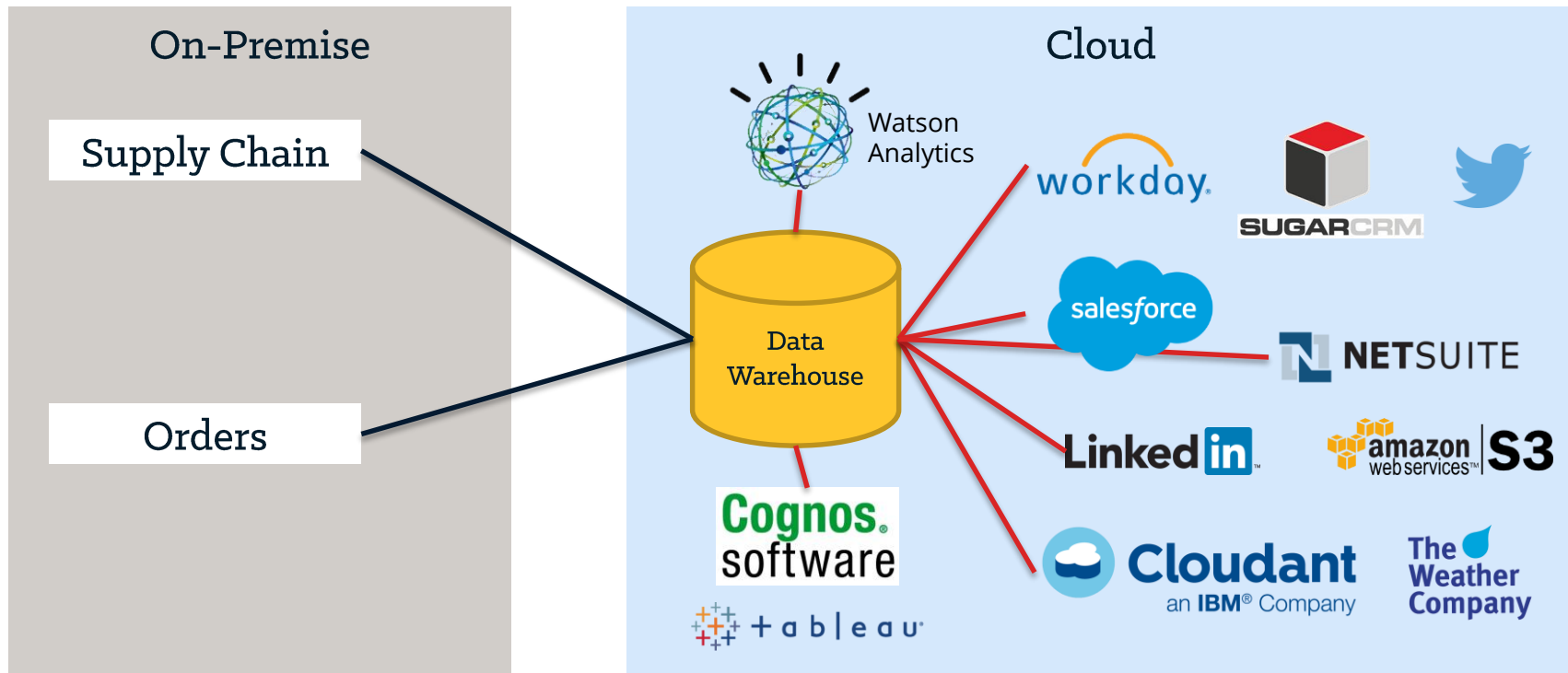


Easier Cloud Integration

Data Gravity Dictates DW Locale



As Cloud Usage Increases Hybrid Models Emerge



Common Use Cases

Extend & Scale

- Extend or migrate on-premises data warehouse environments to the cloud
- Flexible, cost-effective growth
- Hybrid Cloud models support ground to cloud



In-Database Analytics

- Powerful Massively Parallel Processing for Data Mining
- Bring the Analytics to the Data
- Hadoop Adjacency & Integration



Data Warehouse & Analytics Services

- Outsourcing: Lean IT Staff
- Cloud Agility & Flexibility
- Analytics for Cloud-Born Data, Data Marts and Dev/Test



Building Your Cloud DW Score Card

- ✓ It needs to be fast
- ✓ It needs to be scalable
- ✓ It supports advanced analytics in-database
- ✓ It provides appliance-like simplicity
- ✓ It supports easy integration with my systems
- ✓ It lets me focus on doing data warehousing & business outcomes



Two Styles of Cloud Data Warehousing

PureData for Analytics: A Brief Introduction

Netezza: The “Cloud” Value Proposition Before Cloud

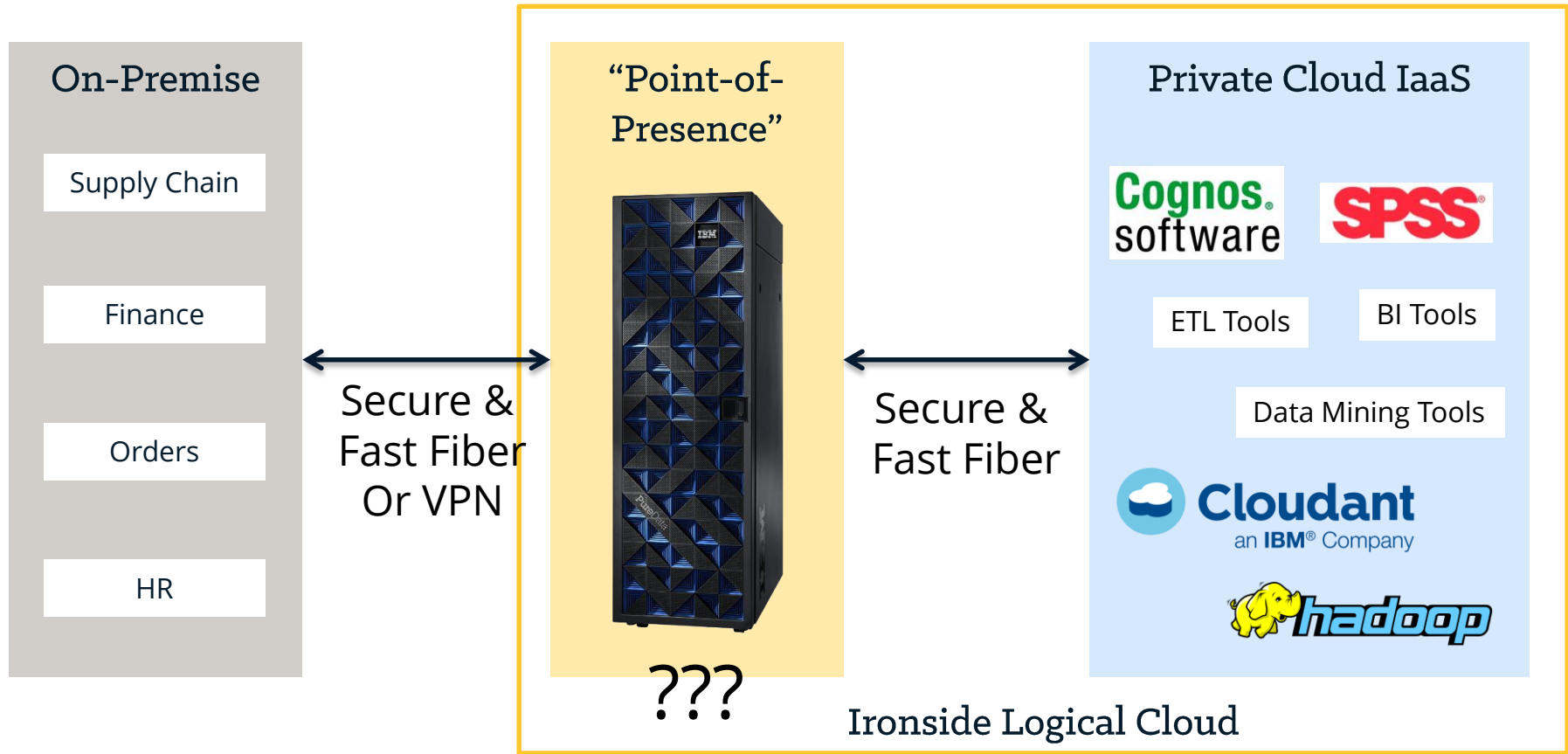
- Appliance Simplicity
- Optimized for purpose (10-100X Faster)
- Fast Deployment
- Easy Operation: Load and Go
- Standard Interfaces
- Low Cost of Ownership
- Built-In Analytics
- Includes Class Leading IBM BI, ETL & Hadoop Platforms



16TB to Peta-scale



So where can I plug this thing in?



Ironside's IBM PureData for Analytics on Cloud

Enterprise Class Hosting and Management for IBM PDA/Netezza

99.999+% Uptime and Reliability – Exceeding “Tier 4” Standards

Highly Secure and Controlled – SSAE16 SOC-1 Type II Certified

Flexible and Fast Cloud and Hybrid Cloud Connectivity

Variety of Options for Backups and Disaster Recovery



SOFTLAYER[®]
an IBM Company

 Microsoft Azure

 **amazon**
webservices[™]

Case Study: Top U.S. Fitness Franchise

▪ **Background**

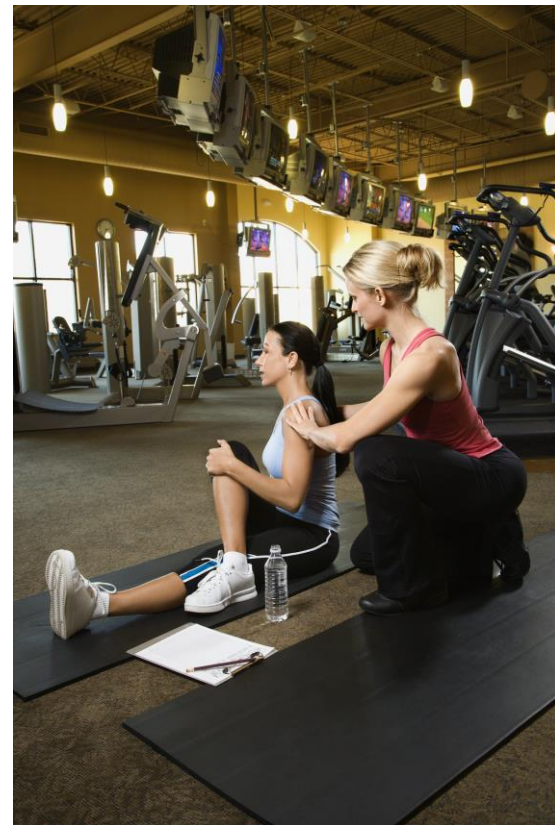
- Lean IT Staff and 100% Cloud / Outsourced Strategy
- Seeking a 100% Turn-Key Data and Analytics Cloud
- *“We’re Focused on Running Gyms not Data Centers”*

▪ **Solution**

- Ironside PureData for Analytics on Cloud
- Ironside Fully Hosted and Managed DataStage, SPSS, Cognos, TM1
- Infrastructure Provided by IBM SoftLayer

▪ **Outcomes**

- PDA for Cloud Deployed and Installed in 2 Weeks
- Enterprise Data Warehouse with Agile Deployment
- In-Database Mining and Predictive Scoring for Member Retention leveraged SPSS and Netezza Analytics



IPDA on Cloud for Existing Owners



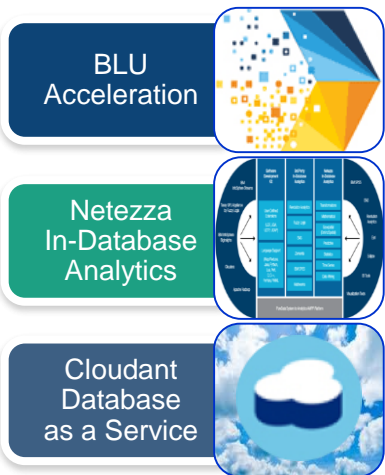
Migrate Existing IPDA to the Cloud

Extend Existing IPDA Environment to the Cloud

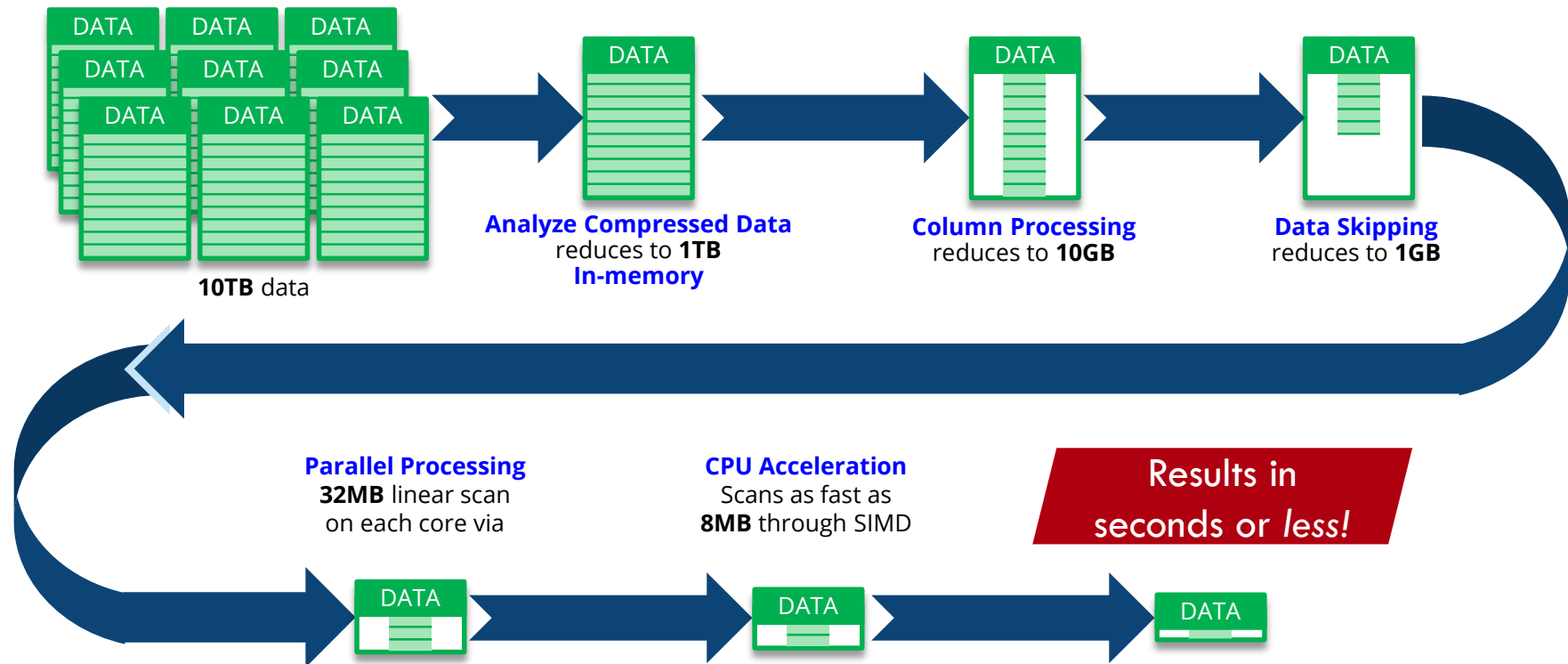
Hot-Spare IPDA Disaster Recovery Capabilities

dashDB: Key Features

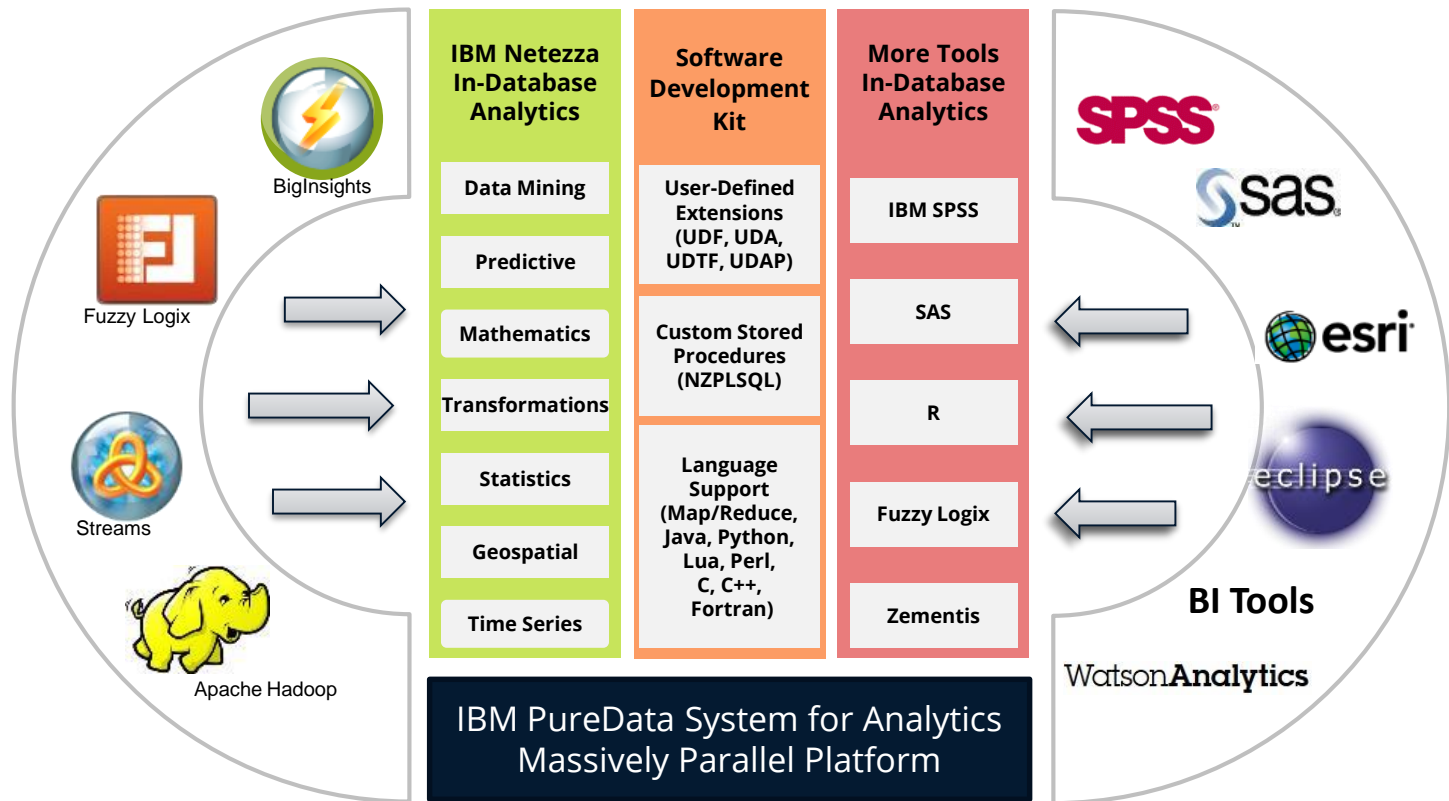
- Fully managed data warehouse in the cloud
- In-memory acceleration capabilities with columnar technology, advanced compression, and buffer pool technology
- In-database predictive analytics & R-support
- Integrated with Cloudbant for analytics on JSON data from web & mobile apps
- True “Load & Go” approach – no need to predefine indexes
- Built-in Netezza analytic algorithms
- Oracle compatibility



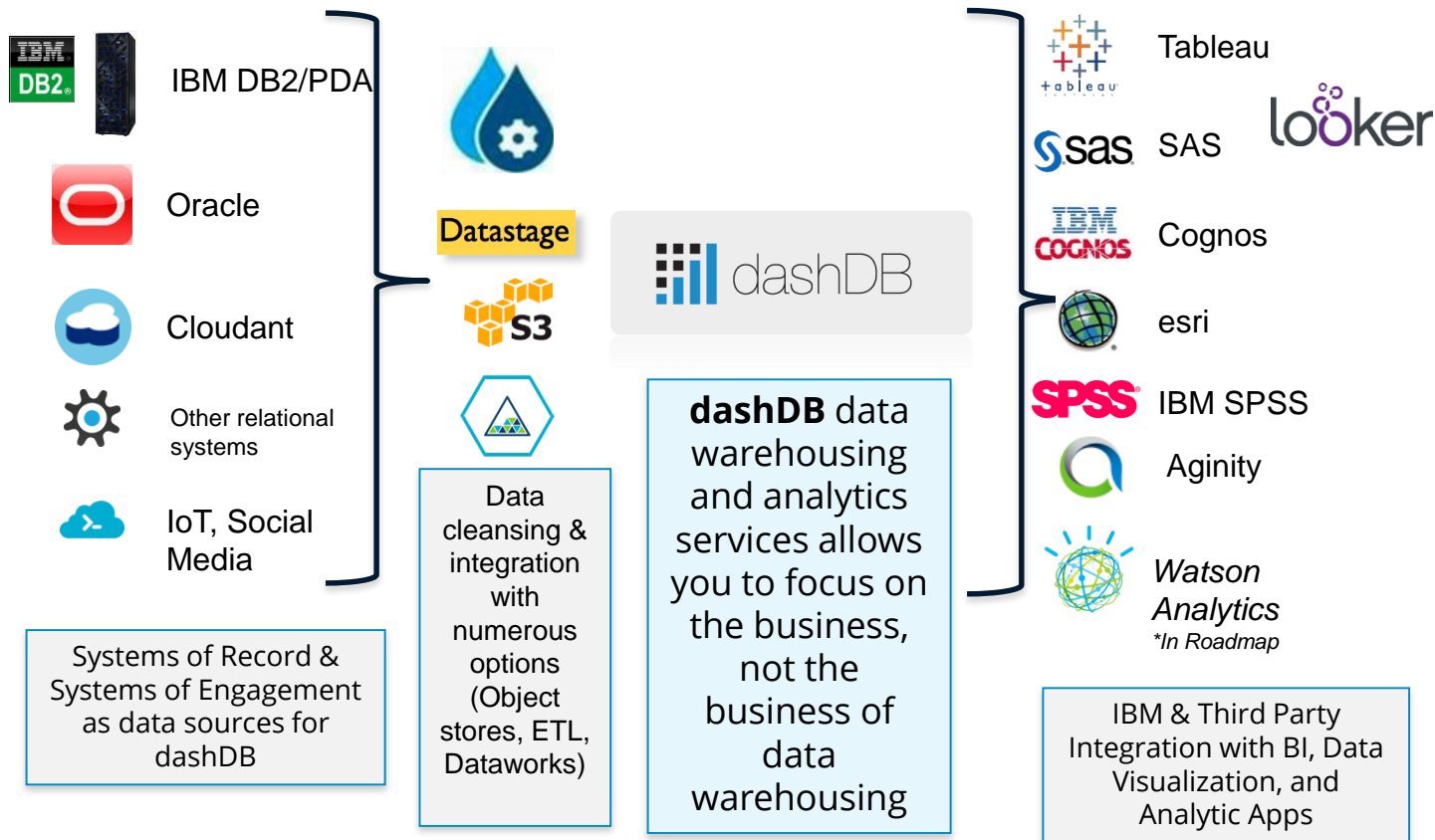
dashDB & BLU Acceleration: 10TB Query in Seconds



dashDB: Includes Powerful Netezza Analytics



Key dashDB Integrations



Data Movement & Integration

- **Data Sets <20MB:**
 - Use Built In Quick Load feature
- **Data Sets <250MB:**
 - Use Built In Load Scheduler, however is dependent on Network Bandwidth
 - Build simple, custom scripts
- **Data Sets >250MB:**
 - Use an ETL Tool (Information Server & DataStage) – can be deployed on-prem or in the cloud
 - Move data to an object store (S3 or Swift)
- **Data Sets ~1TB+:**
 - Use an ETL Tool (Information Server & DataStage) – can be deployed on-prem or in the cloud
 - Move data to an object store (S3 or Swift)
 - Leverage Softlayer physical drive shipment services

The background of the slide is a sky filled with large, billowing clouds. The clouds are a mix of golden-yellow and light brown, suggesting a sunset or sunrise. A solid, dark horizontal band runs across the middle of the image, providing a high-contrast background for the white text.

Which one is right for me?

IPDA on Cloud or dashDB?

	IPDA on Cloud	dashDB
Simplicity	Load & Go – No Tuning	Load & Go – No Tuning
Performance	Netezza MPP	BLU Acceleration (MPP Coming Soon)
Capacity	16TB to Multi-Petabyte	20GB to 10TB
Advanced Analytics	Full NZ/SPSS Analytics	Partial NZ Analytics / SPSS Scoring
Geospatial	Yes	Yes
SQL Extensions	Netezza SQL Ext	Netezza SQL Ext
OLAP SQL Extensions	Yes	Yes
Cost Model	CAPEX or Financed	OPEX
Ownership	You Own It	You Rent It
Deployment Time	2-3 Weeks	5 Minutes
Dedicated	Yes	Yes (Except Entry Tier)



Where do I get started?

Ironside PDA on Cloud Overview

Hosting Scenarios

New PDA (Netezza)
Initiatives

Existing PDA (Netezza)
Cloud Migrations

Direct Connectivity

SoftLayer

AWS

Azure

Your Data Center

Options

Managed Analytics Cloud

Backups

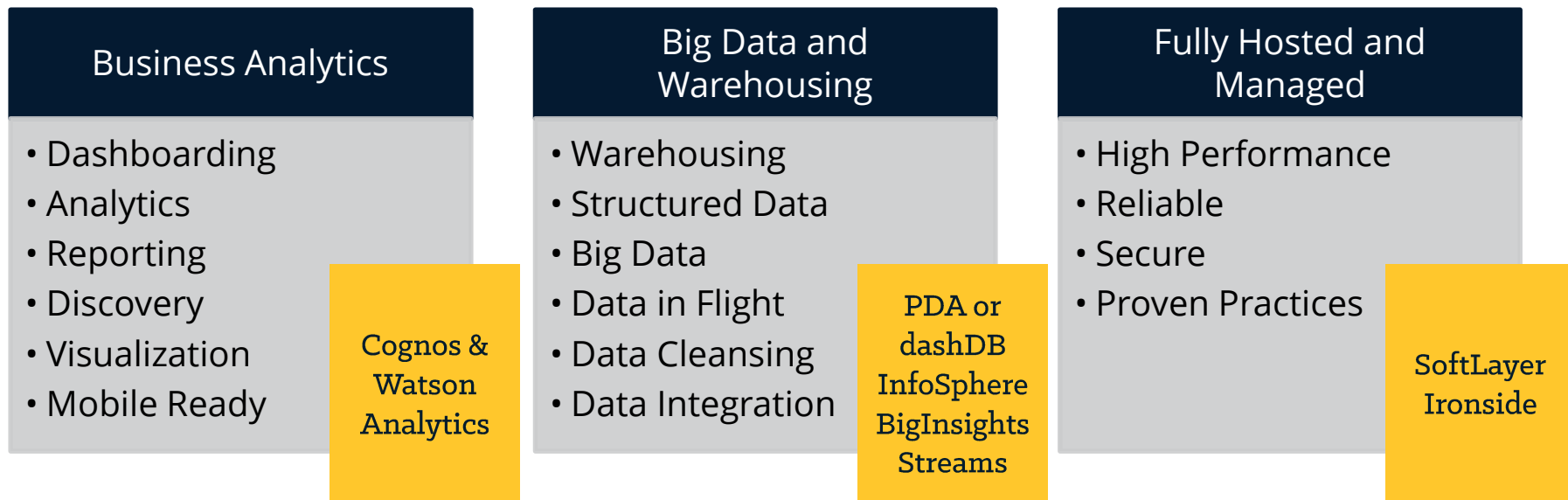
High Availability

Disaster Recovery

General Colocation

Starting at \$2k Per Month (BYOIPDA)

Total Turn-Key Big Data & Analytics Private Cloud



Email GetInsights@ironsidegroup.com for a Quote

Getting Started with dashDB

- Entry (20GB / \$50 Month), 1, 4 and 10TB Plans Available
- Purchase via Cloudbant, Bluemix (Entry) or Passport Advantage (Enterprise)



Questions?



IRONSIDE

Minding
your
business™

Appendix

Introducing IBM dashDB



Data warehouse and analytics as a service on the cloud

Build More

- **Deploy in minutes** with rapid cloud provisioning
- **No infrastructure investment** for cloud agility
- **Accelerate application development** for analytics

Grow More

- **Grow more** without growing the things that cost more
- **Built-in Performance** with **In-memory** technology
- Load and go with **no tuning** required

Know More

- **Built for Analytics** to help you understand your data and business
- **In-Database Analytics** for greater efficiency and performance
- Compatible with **Advanced Tooling** like R and Watson Analytics

dashDB keeps data warehouse infrastructure out of your way

dashDB and the Cloud Ecosystem

