

# THE VERTICA® DATABASE

SIMPLY FAST.™


## Vertica Analytic Database Solution based on the HP BladeSystem c3000

In today's business climate of operational analytics and "super-crunching," a larger number of people depend on having access to larger volumes of analytic data—especially on an ad-hoc basis—to make rapid decisions and to perform proactive analysis. As a result of this, today's analytic databases must support very different workloads than earlier generations. In addition, this information must be available to a wide range of users both within and beyond the firewall.

### Vertica, HP and Red Hat team to provide a 21<sup>st</sup> century solution for ad hoc analytics

Vertica has teamed with HP and Red Hat to offer a unique software-hardware data management bundle for business analytics. The Vertica analytics "appliance" features the HP BladeSystem c3000, pre-configured with Red Hat Enterprise Linux 5, and the column-oriented Vertica® Database. The system lets companies conduct real-time and ad-hoc queries on terabytes of data in seconds so more people can get more questions answered faster. Best of all, the system leverages standard off-the-shelf hardware from HP.

10 TB Vertica Data Mart Solution based on the HP Blade System c3000




**6U Rack**

**Vertica® Database**

**Red Hat Enterprise Linux 5**

**HP BladeSystem c3000**

- 4 ProLiant BL460/5c server blades
- 4 ProLiant SB40c storage blades
- GigE interconnect
- HP BladeSystem management software



Stores up to 10TB of data on just 3TB of disk and queries it 50-200x faster

### Analyze the business in new ways at less cost

Relative to OLTP databases and proprietary appliances based on specialized hardware, the Vertica-HP-Red Hat system provides companies of all sizes managing customer, call detail, click-stream, stock trade history and other business-critical data with the following advantages:

<b>Blinding Performance</b>	Query 50x-200x faster than other solutions
<b>Lowest Storage Costs</b>	Compression fits up to 10TB of data onto just 3TB of disk space
<b>New Answers</b>	Concurrent querying and loading for near real-time operational analytics
<b>Turnkey</b>	Comes pre-configured; includes automated DB design, tuning and recovery
<b>Painless Scalability</b>	No "rip & replace" upgrades, just add blades to scale the system
<b>Easy to Integrate</b>	Connect to ETL & reporting tools via SQL, JDBC, ODBC and SOA interfaces

### Getting Started with the Vertica Analytics Appliance

Visit [www.vertica.com/tera-mart](http://www.vertica.com/tera-mart) to learn more about the appliance or to request an evaluation system. Vertica will work directly with HP and HP channel partners to deliver a pre-configured solution with preferential pricing. Customers may want to use a c3000 system they already own or opt to order the hardware directly through their own HP provider. In such cases, Vertica can assist with the configuration and installation once it is in place.

#### 7 Key Vertica Database Innovations

1. Column Store Architecture
2. Aggressive Compression
3. Automatic Database Design
4. Concurrent Loading & Querying
5. High Availability without Hardware Redundancy
6. Runs on Standard Hardware
7. Scale by Adding Inexpensive Hardware

Read the Technical White Paper at  
[www.vertica.com/tera-mart](http://www.vertica.com/tera-mart)