

# THE VERTICA® DATABASE

SIMPLY FAST.™

## Vertica® Virtualized Analytic Database integrated with VMware®

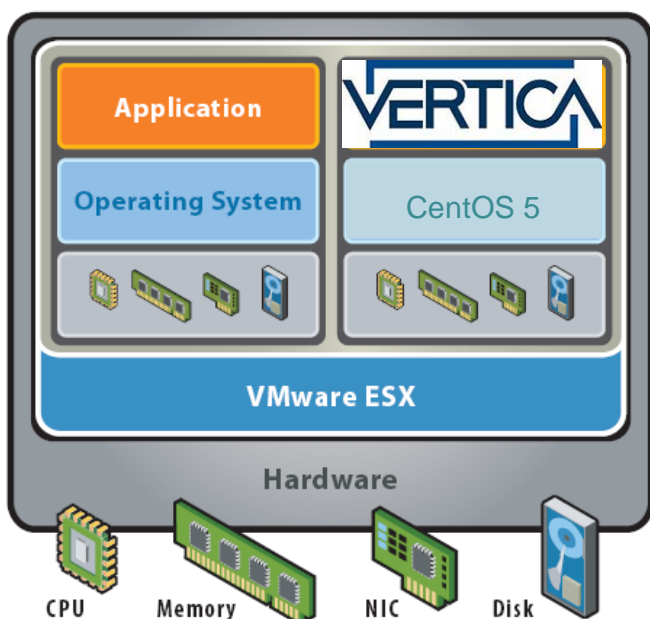
The Vertica Virtualized Analytic Database is the first high-performance analytic database to run as a virtual machine in private enterprise compute clouds. At last, this allows data warehousing to gain the benefits that virtualization, consolidation and cloud computing bring, including easier management, high availability, datacenter energy savings and faster deployment of solutions to the business.

Traditionally, data warehouse databases ran on high-end, specialized servers that took weeks to purchase and install, and consumed lots of data center space and electricity. The Vertica Virtualized edition changes this dynamic and for the first time unites two of the top trends in IT: virtualization and data warehousing. The result: the ability to provision and run analytic database management software within hours, on any commodity hardware platform already found in the data center, rather than waiting weeks and spending precious capital on expensive new specialized hardware.



*"Virtualization is the biggest manageability trend to hit IT in years, so it's great to see an analytic database vendor like Vertica participating. The virtualization of analytic databases will greatly improve data center agility and economics by making it possible to install and ready a database for loading within hours—on any spare hardware in the data center, instead of waiting for the weeks it usually takes to procure and setup a new data warehouse database system. Ultimately this saves IT money and allows businesses to benefit from analysis more quickly."*

Philip Howard  
Research Director  
Bloor Research



### How it Works

The Vertica Virtualized edition combines a full-featured version of the Vertica Analytic Database with VMware's Hypervisor virtualization platform and an optimized self-contained Linux operating system. It is a simple-to-deploy, self-contained software package that runs on any VMware-supported hardware. Using VMware deployment tools, you install any number of Vertica "virtual appliances," and then provide any one of the instances with a list of the IP addresses of the others, and Vertica will automatically unite them into a cluster. A virtualized Vertica cluster can use direct-attached (DAS) or network-attached storage (SAN).



## Virtualized Analytic Data Management Requires a New DBMS Architecture

Vertica is the only analytic database with the following innovations, which enable it to manage terabytes of data faster and more reliably within virtualized private cloud environments:

- **“Scale-out” MPP architecture** – Increase scale by adding Vertica instances to the cluster
- **VMware integration** – Platform independence and centralized admin & deployment
- **All nodes created equal** – No specialized nodes-simplifies deployment and eliminates single points of failure
- **Columnar storage format** – Blazing query speed and minimizes I/O
- **Aggressive data compression** – lowers storage costs and minimizes I/O
- **Built-in HA** – automatic replication, failover and recovery
- **Priced for virtualization** – Based on data volume, not # of CPUs—scale without paying a “DBMS tax”

## Who Benefits from Virtualized Vertica

- **Companies with many data marts to deploy** – Install Virtualized Vertica on commodity hardware already present in the data center and be ready to load in hours, rather than waiting weeks for new hardware to be purchased and installed. Especially useful for the creation of temporary data marts supporting short-lived analytic projects
- **Non-Linux shops and ISVs** – Run Vertica applications on Windows, Solaris or any other VMware-supported platform
- **SaaS vendors with seasonal usage surges** – Leverage virtualization to scale apps up or down on-demand in response to changes in workload

## Sign up to use Vertica® Virtualized Analytic Database today...

Getting started with Vertica Virtualized Analytic Database is easy. Visit [www.vertica.com/virtual](http://www.vertica.com/virtual) to download a Vertica “virtual appliance” for the VMware platform or to learn more about how the Vertica Analytic Database can help your company revolutionize business analytics.

Vertica Analytic Database applications are widely used within the Global 2000, at major telecom, financial services, retail, airline, automotive, and health care companies.

Please visit [www.vertica.com](http://www.vertica.com) to:

- See who’s using Vertica – [www.vertica.com/customers](http://www.vertica.com/customers)
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