

# QUANTIFYING THE COLUMNAR ADVANTAGE

Many organizations are addressing the challenge of swelling data volumes and growing analytical complexity by investing in columnar databases. Aberdeen Group's research has shown that this is a Best-in-Class practice and that top performers also invest in analytical capabilities like real-time and advanced analytics. Aberdeen isolated all organizations in its survey respondent pool that have taken the columnar approach to highlight the user empowerment driven by this technology:



## Adopters of columnar databases average:

2x

as many users per capita who are satisfied with the ease-of-use of data systems

56%

more users per capita who have improved the accuracy of data analysis

49%

more users per capita who have improved the average time spent searching for information

48%

more users per capita who are satisfied with the quality of data-driven decisions

36%

more users per capita who have improved their visibility into business

as compared to All Others.



[Read the full report: \*The Columnar Advantage: Speed, Firepower, and User Empowerment\*, February 2016, Aberdeen Group](#)

**The bottom line:** When considering different database technologies, the end game should always be user empowerment. Technology decision makers should choose a solution that will have the greatest impact on users and support their ability to consistently generate insight from Big Data.