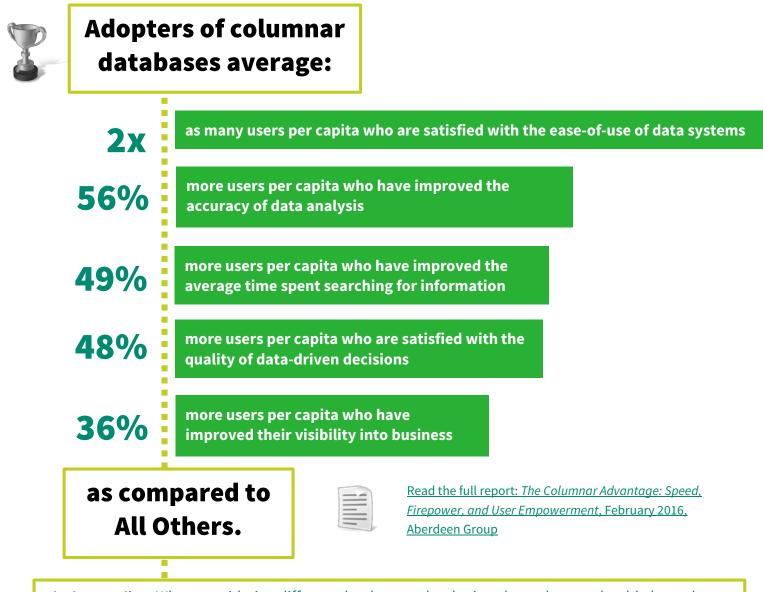
## QUANTIFYING THE COLUMNAR ADVANTAGE

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:



**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.



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