

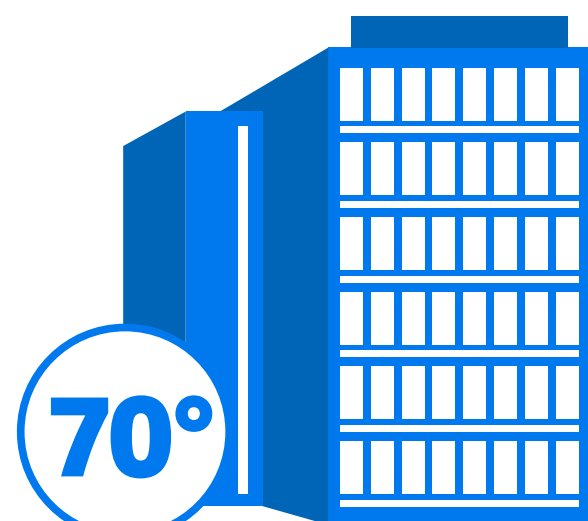
# A Day in the Life with Vertica

In the next 24 hours, Vertica analytical databases operating around the world for thousands of data-driven organizations are loading and analyzing petabytes of data across trillions of rows!

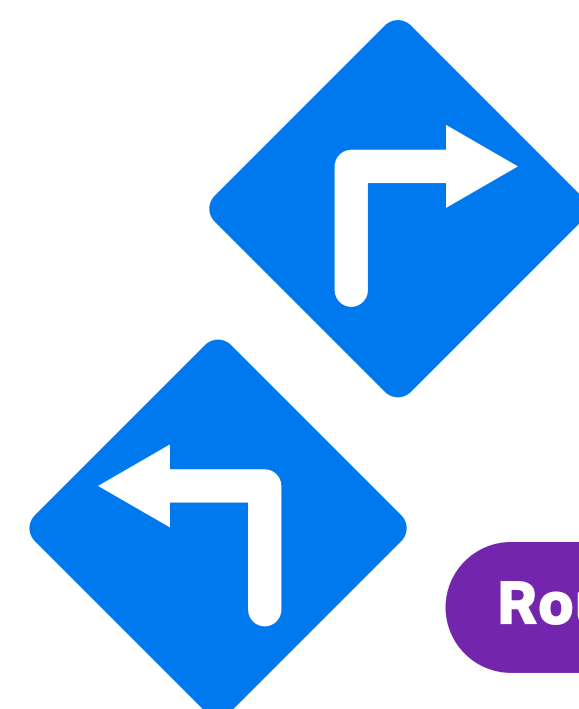
VERTICA

**5:30am**

It's a cold morning in Toronto so smart thermostats are supplying excess heat to the living spaces in apartments one hour before sunrise. Behind the scenes, Vertica is correlating weather information with inside air temperature and humidity to deliver just the right amount of heat as efficiently as possible.



**Smart Building**



**Route Optimization**

**5:25pm**

It's time to head home for tired workers of Auckland, and they opt for public transportation. The local transit authority has a new program in place to analyze traffic patterns and rider demand for route optimization. Buses arrive on time so that commuters can get home to their loved ones.

**6:10pm**

Every aspect of evening runs of workout enthusiasts in Stockholm are being tracked by their smart watches, which is analyzing performance and demographic data to compare activity within certain peer groups.

**Wearable Analytics**



**Social Media**

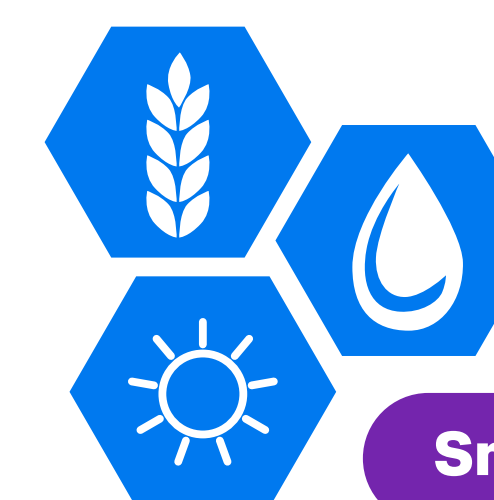
**7:00am**

At breakfast in San Francisco, millions of workers are catching up on the news to follow-up on social media posts with tweets. In the background, tweets are analyzed and trending stories are quickly processed.

**4:30pm**

Customers in Turkey receive texts from their banks indicating some unusual activity with their accounts. Vertica has identified possible fraud using near real-time outlier detection. Banks have already shut down the activity and issued hundreds of new cards.

**Fraud Detection**



**Smart Agriculture**

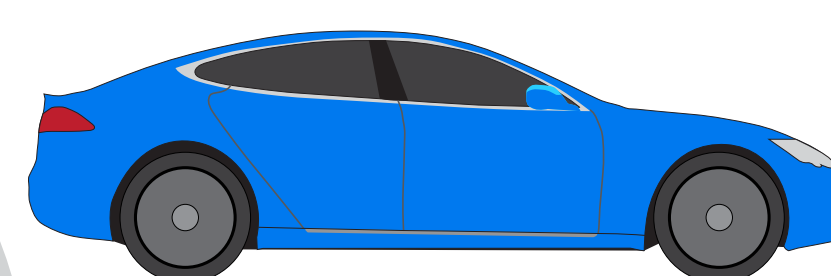
**7:15pm**

People across London are sitting down to their evening dinners. The food on their plates was harvested at peak time with as minimal resource inputs as necessary using sensor information and smart agricultural analytics, powered by Vertica.

**8:30am**

Many Bostonians are late to work this morning, so they open their favorite ride sharing app to hail a ride. Vertica is crunching data on supply and demand in your area to match ride-seekers with quick and cost-effective ride options. A few minutes later, drivers arrive at doors all over Massachusetts.

**Ride Share**



**Predictive Maintenance**



**2:10pm**

Product defects in Israel manufacturing facilities are recognized on major customers order due to ship out this week. Root cause analysis detected the production problems so they could be resolved. All defects were removed prior to shipment.

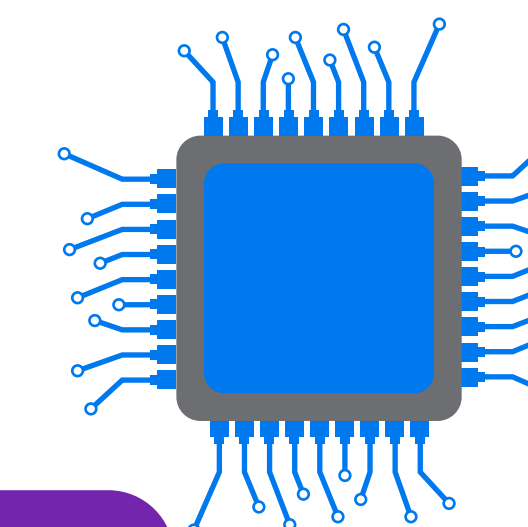
**Network Optimization**



**8:00pm**

Millions of tax payers in the United States are turning to their trusted tax preparation software to get the best possible return. The software uses analytics and telemetry data to understand every piece of customer interaction with the software, ensuring customers have the quickest, most seamless tax filing experience possible.

**Software Optimization**



**Customer Analytics**

**10:00am**

Customer support teams across call centers in Utah are notified that some of the biggest clients might be unhappy and leave for the competition. Vertica customer analytics has identified a series of behavioral activities with this account that predicts a high likelihood of churn. Teams escalate a few issues before they turn into lost customers.

**11:15am**

Citizens of Bangalore step outside to make long-distance phone calls to their families. Behind the scenes, Vertica is analyzing millions of anonymized call detail records so phone providers can optimize network activity and ensure maximum uptime.



**Clickstream Analytics**

**9:20pm**

New and aspiring homeowners in Shanghai visit their favorite e-commerce websites to purchase new household items. The website uses clickstream analytics to optimize their purchasing experience and provide customized product recommendations.

**2:00am**

While home and business owners sleep through the night in Frankfurt, cybersecurity firms are operating around the clock to keep their data safe; detecting network anomalies and ensuring effective endpoint security. They can rest easy knowing it will all be ready to go in the morning.

**Keeping Your Data Safe**

