

VERTICA

Vertica Analytics Platform

Moscow, Russia

July 26th, 2018

Big Data Analytics and Machine Learning Create a Massive Business Opportunity

\$203B

Forecasted Big Data and business analytics market by 2020, up from \$130B in 2016

2X

Companies that use advanced analytics and machine learning are twice as likely to be top quartile financial performers

**Forbes, Big Data Unleashes Business Opportunity, 2016*

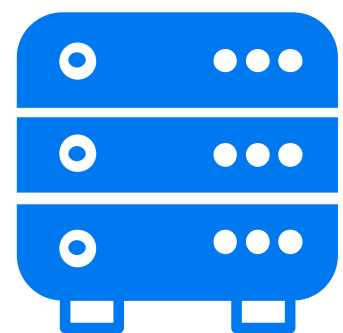
**Bain & Company, Creating value through Advanced Analytics, 2015*

Traditional Data Warehousing is Dead

But open source and as-a-service models also fall short.

Legacy EDWs

- Lack performance at scale
- Built on aging technology
- Expensive, proprietary hardware
- Limited deployment options



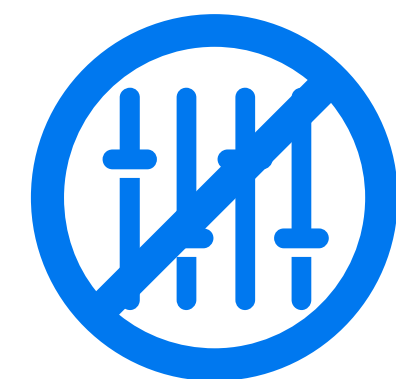
Open Source

- Cheap storage of Big Data
- Limited analytics capabilities
- Poor performance
- Lack governance & security



DWaaS

- New form of appliance
- No hybrid or cloud flexibility
- Misaligned incentives
- Lack transparency and tuning





Vertica is Data Analytics without Limits. The Industry's Only Infrastructure Agnostic, Unified Advanced Analytics Platform

**Analyze in
the Right Place**



**Machine Learning
& Advanced
Analytics**

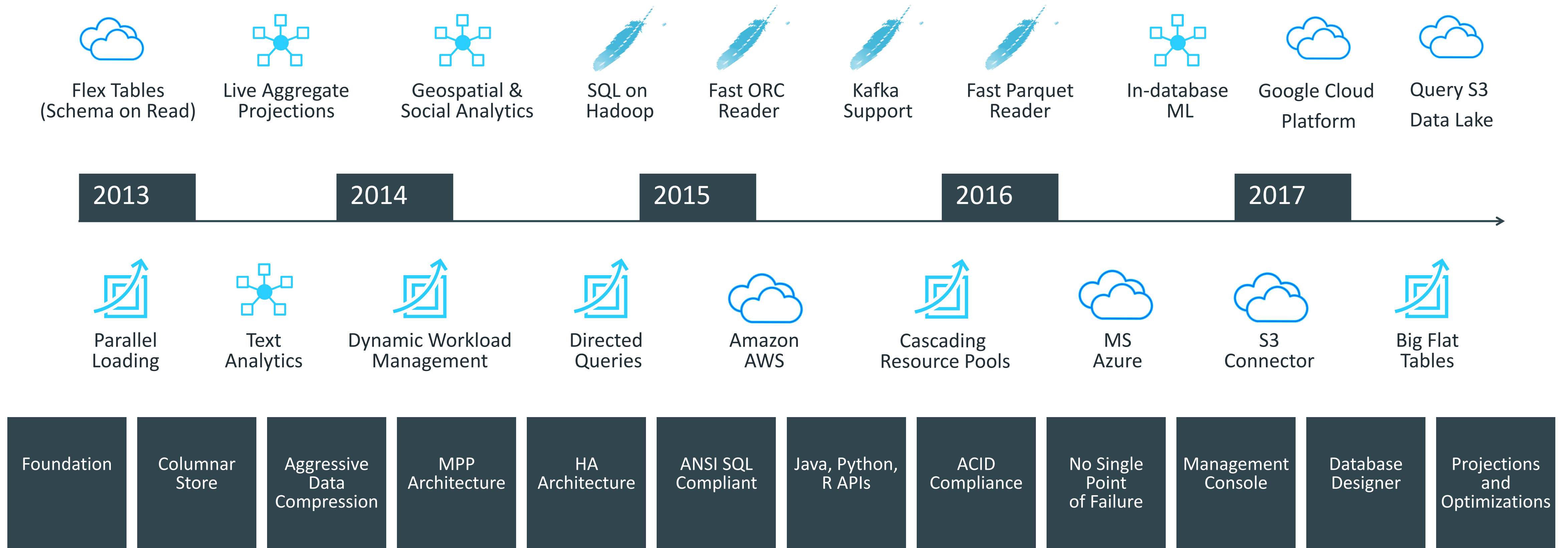


**Freedom from
Underlying
Infrastructure**

Strong Reliable Performance at PBs Scale

Built on a rich and proven history of innovation

Founded out of MIT by Dr. Mike Stonebraker, and perfected ever since.



Vertica 9.1 continues our mission to deliver the industry's highest performing, unified, advanced analytics platform



Vertica Enterprise in the Clouds

- Deploy quickly on the choice of cloud platform
- Support for AWS, Azure, Google, VMware
- Flexible, enterprise-class cloud deployment options



Vertica Enterprise On-Premise

- Columnar storage and advanced compression
- Maximum performance and scalability
- Flex Tables for schema-on-read



Vertica for SQL on Apache® Hadoop

- Native support for ORC, Parquet, more
- Support for industry-leading distributions
- No helper node or single point of failure

How Vertica fits in the Enterprise Big Data Architecture

Data Transformation



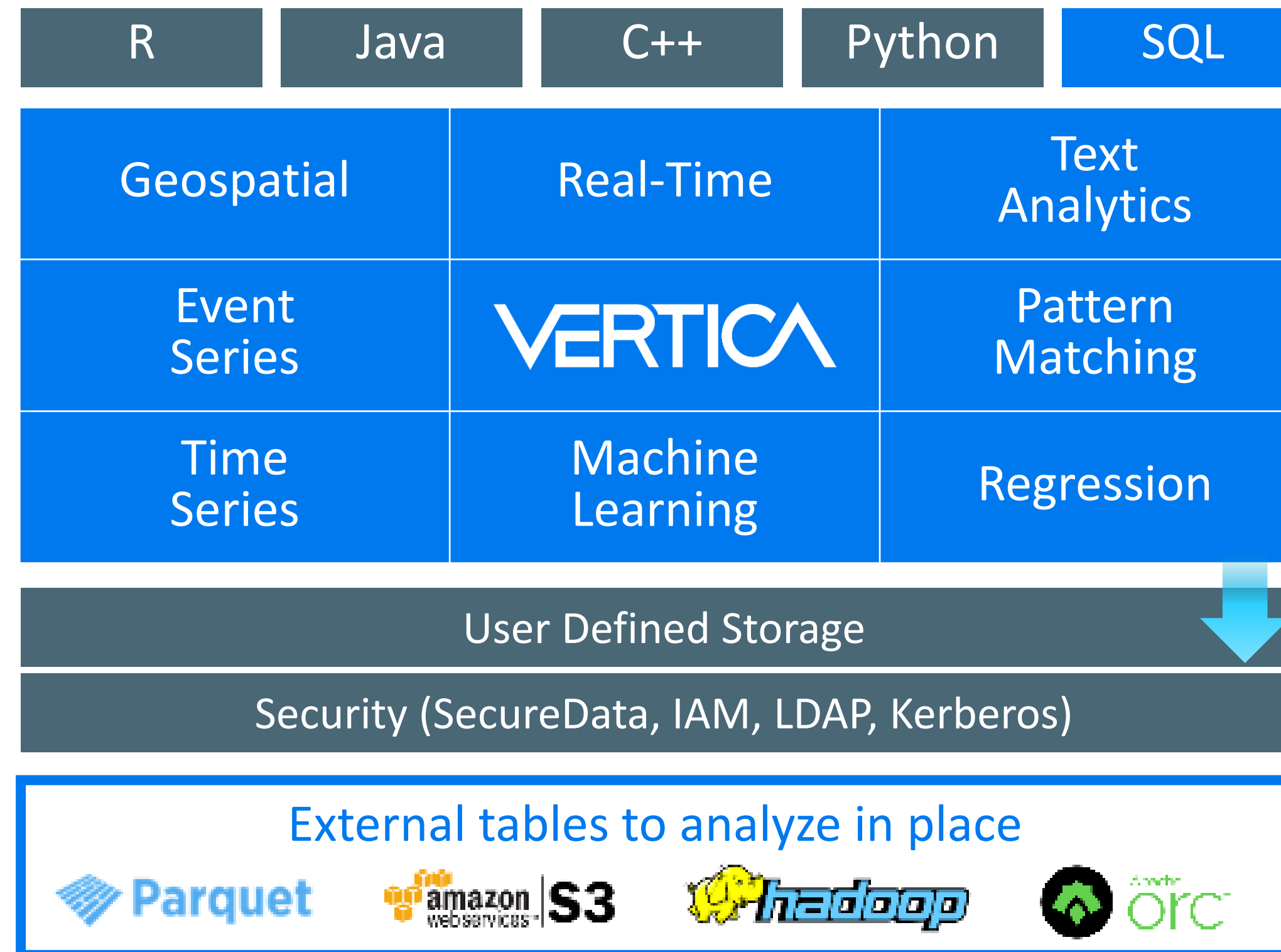
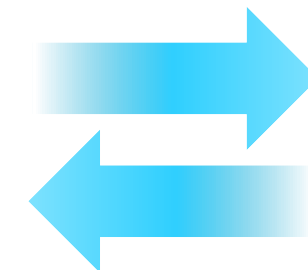
Messaging



ETL



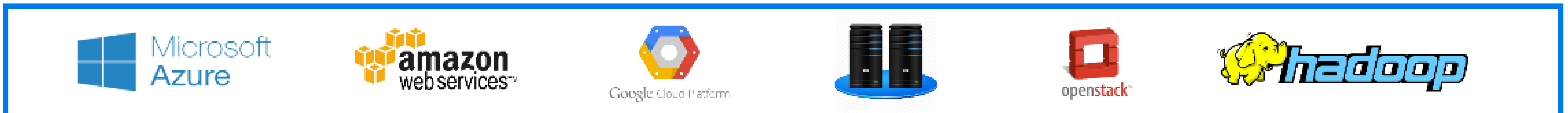
USER
DEFINED
LOADS



ODBC
JDBC
OLEDB



BI & Visualization



Vertica enables business transformation across industries and use cases



With Vertica, SysMech gives telcos on-the-spot information and operational intelligence to optimize their networks with real-time analytics



Optimal Plus builds a foundation for Industrial IoT analytics and actionable intelligence to drive manufacturing excellence and uptime of plant assets



Westwing improves business-critical analytics to support faster and more nuanced understanding of customer needs and behavior



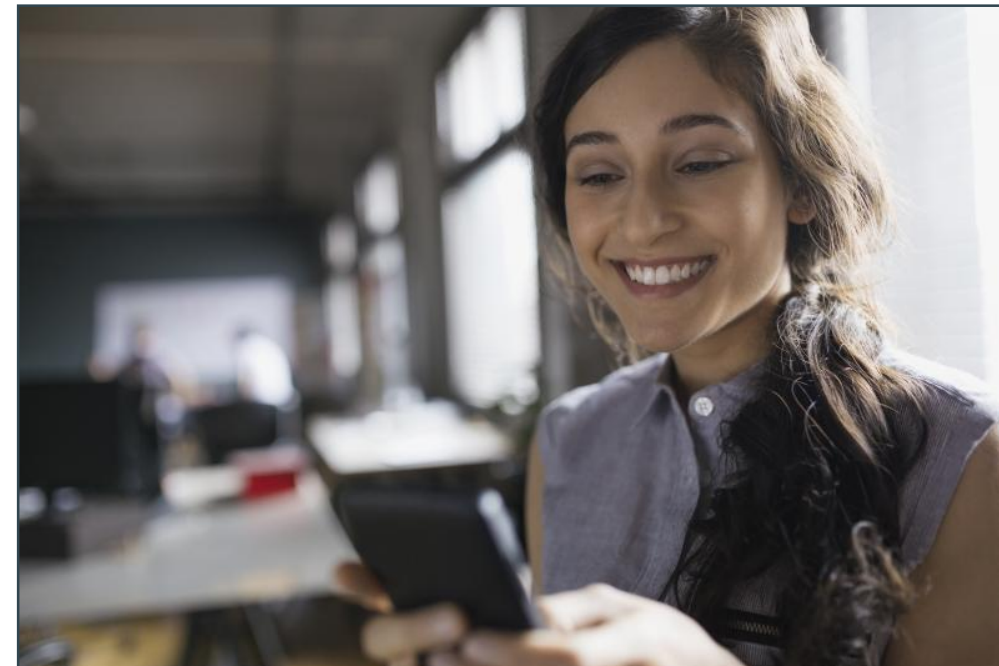
Cyberbit uses behavioral analysis to detect and respond to threats, securing enterprises and critical infrastructure against advanced cyber attacks



Cerner Corporation improves efficiency and quality of patient care by speeding analysis of system performance timers and client workflow data

With the Best Value for Performance Available

A proven track record for delivering customer ROI



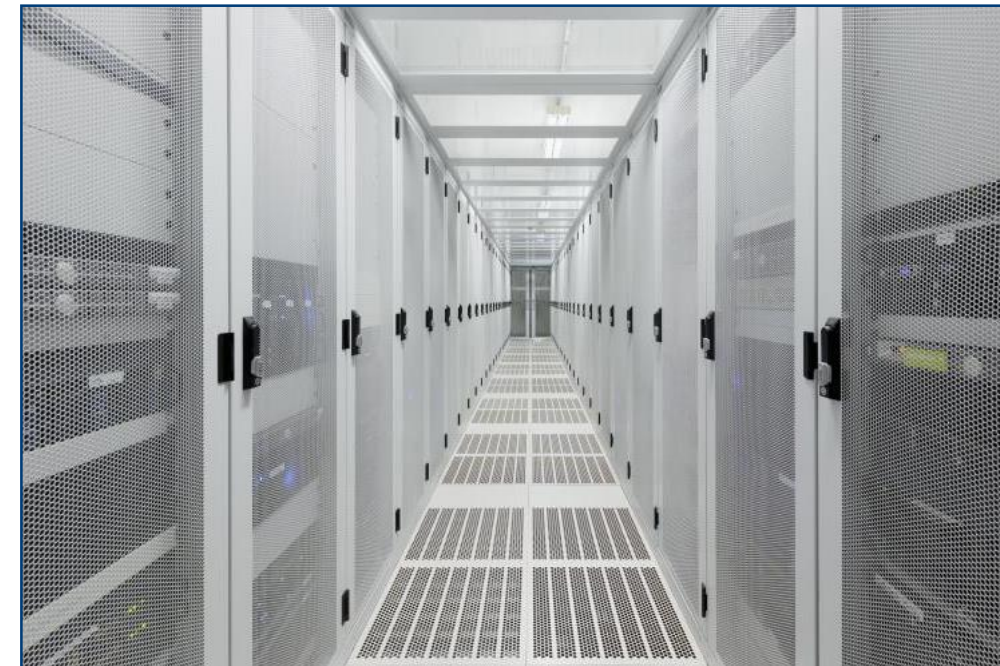
Anritsu

Global telecommunications company – Service Assurance business unit

ROI: 351%

Payback: 4 months

Annual Benefit: \$3M



 **nimblestorage**

Flash storage company with converged infrastructure and predictive analytics

ROI: 287%

Payback: 6 months

Annual Benefit: \$13.6M



 **ChinaPnR**

Leading financial services provider for small businesses and investors

ROI: 422%

Payback: 2 months

Annual Benefit: \$1.9M




 **AmeriPride**
Providing Uniform and Linen Solutions Since 1889

One of the largest uniform rental and linen supply companies in NA

ROI: 419%

Payback: 1.3 years

Annual Benefit: \$3.6M

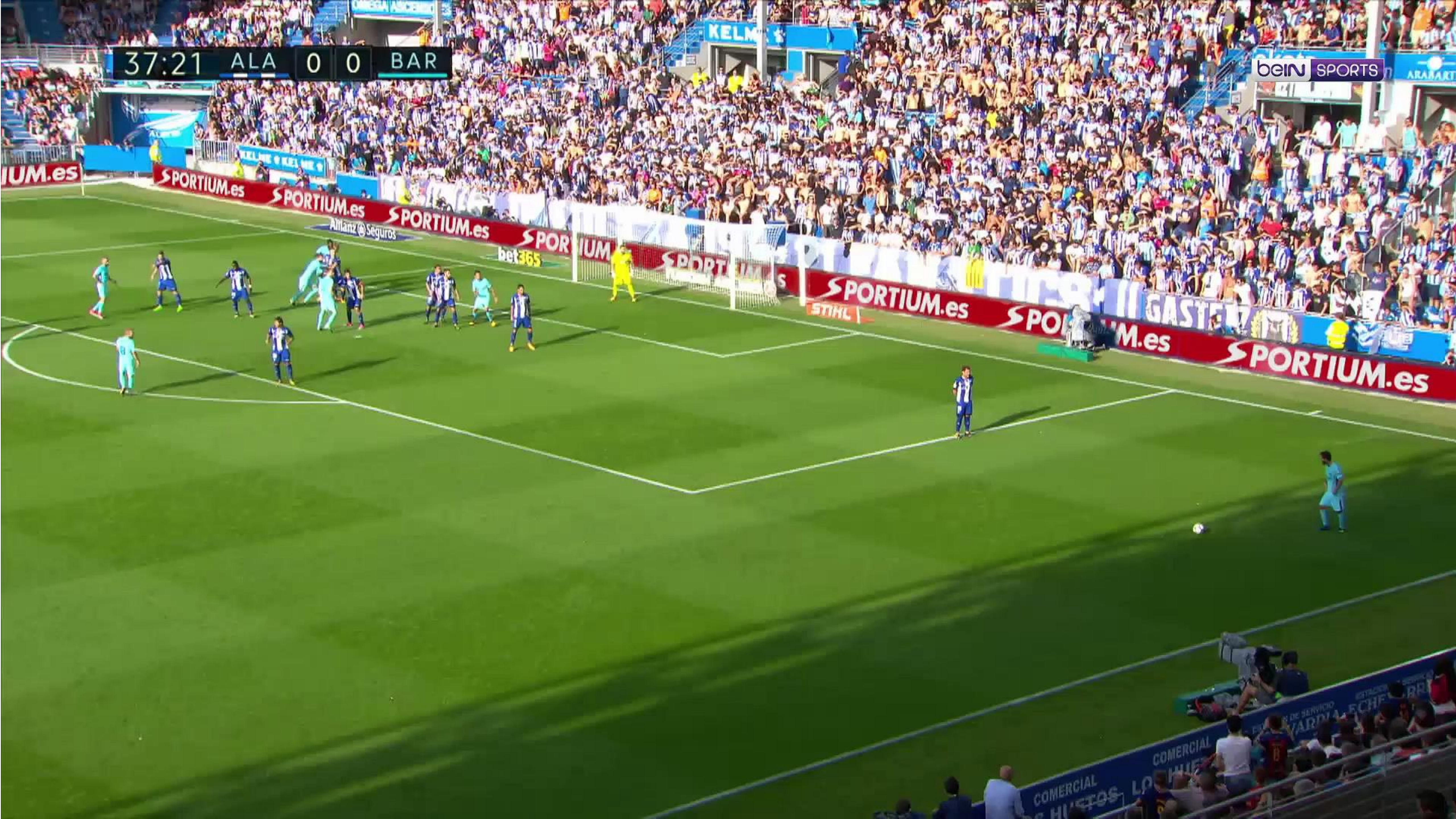
A photograph of two men in a modern clothing store. The man on the left, wearing glasses and a dark jacket, is holding a tablet. The man on the right, wearing a red and white checkered shirt, is looking at the tablet. They are standing in front of a clothing rack with various items, including a bright green sweater. The background shows a bright, minimalist interior with a large window and a modern light fixture.

“Our Vertica platform is instrumental in many areas of our business—creating predictive algorithms, serving up product recommendations, powering insight to our mobile apps, and generating daily reports and ad hoc queries. It’s crucial for enabling us to be more agile with data.”

- Bruce Yen, Business Intelligence, Guess?, Inc.

37:21 ALA 0 0 BAR

bein SPORTS





05.11.2016 06:44
TRIATHLON 9:24'32.6

[Add description](#)
[Add tags](#)

Heart rate (89-166)
♥ 131 bpm

Distance
227.89 km

Speed (max 61.2)
24.2 km/h

Recovery time
120 h

Power (max 402)
⚡ 195 W

PTE
2.5

Calories
3985 kcal

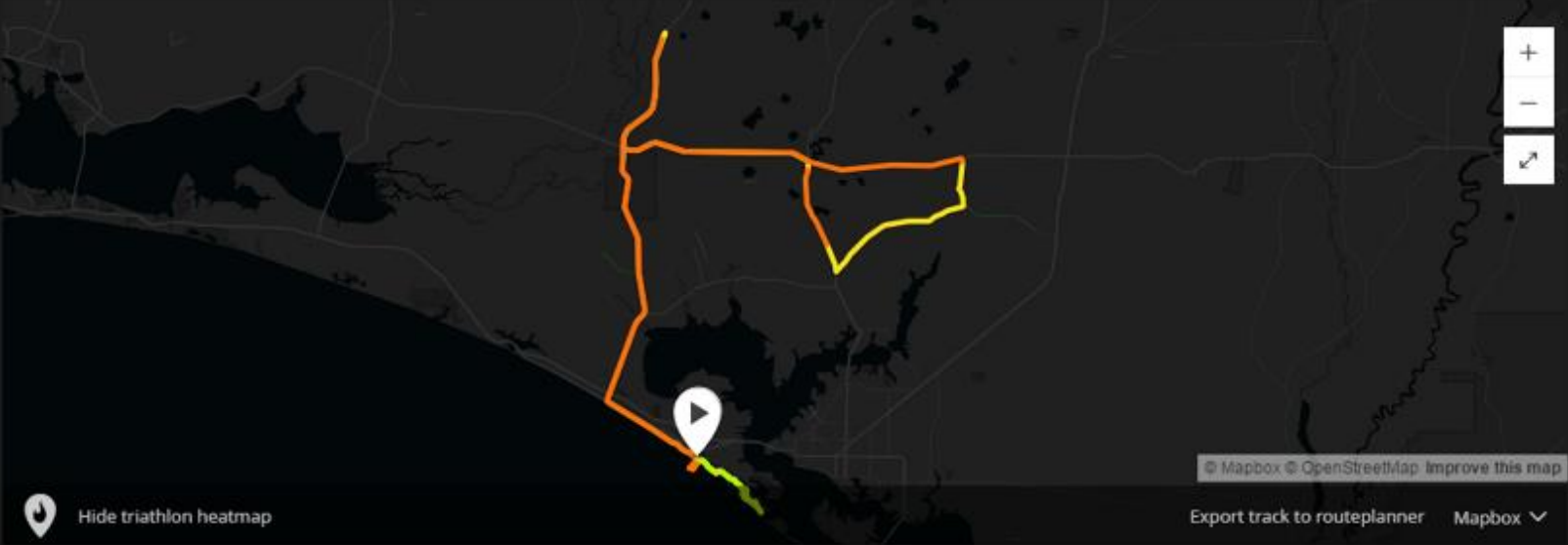
Cadence (max 105)
82 rpm

[More](#)

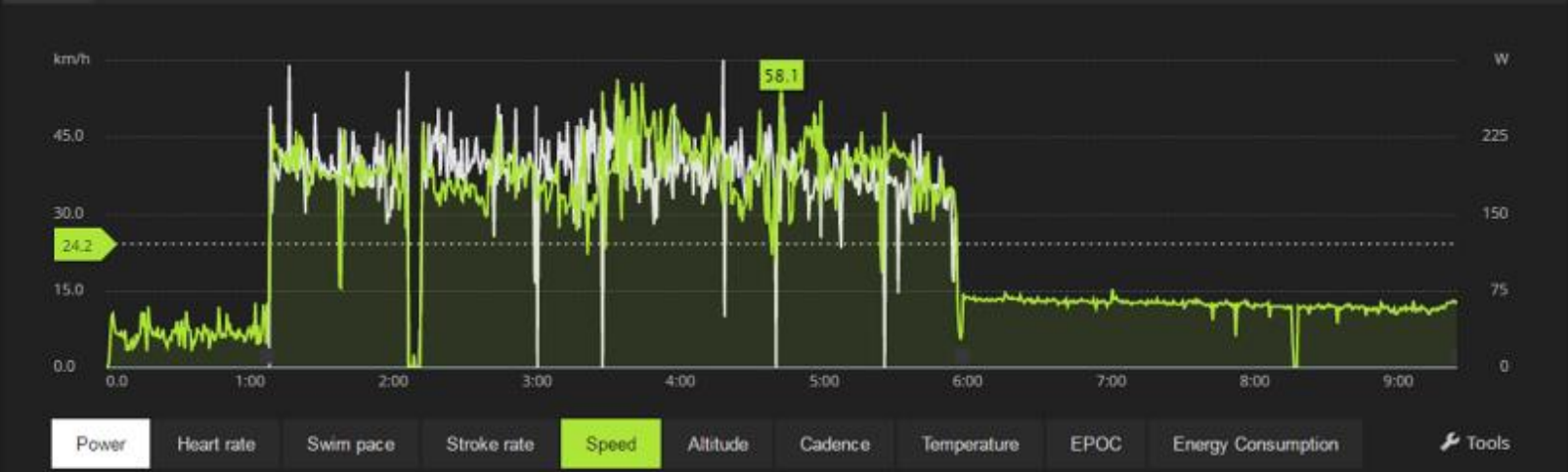
Openwater swimming
1:06'59.0
144 bpm
4928 m
4.4 km/h

Cycling
4:50'37.3
130 bpm
180.78 km
37.3 km/h

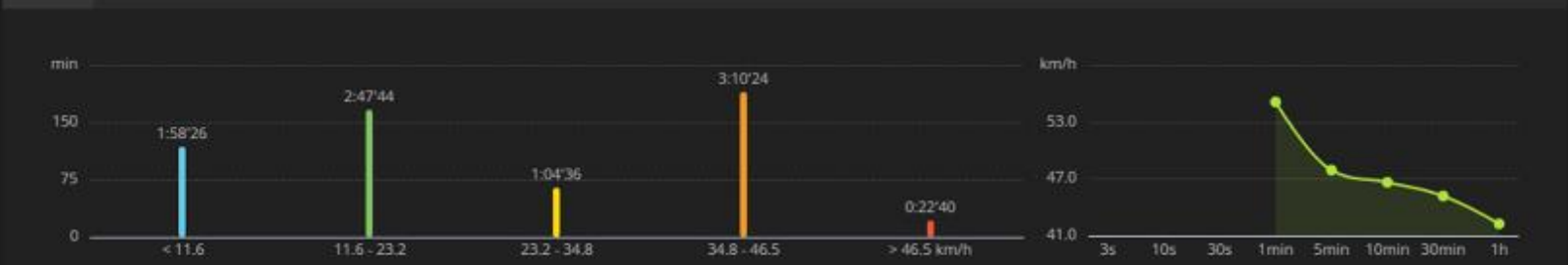
Running
3:26'56.5
133 bpm
42.18 km
4'55 min/km



GRAPH



BAR CHART AND CURVE



LAPS

	Activity >	Duration >	Heart rate >	Distance >	Speed >	Pace >	Ascent >	Descent >	Power >
1		1:06'59.0	144 (144-144)	4928	4.4 (0.0-13.7)	1'21 (0'00-0'26)	0	0	-
2		4:50'37.3	130 (89-151)	180.78	37.3 (0.0-61.2)	1'38 (0'00-1'45)	471	475	195 (0-402)
3		3:26'56.5	133 (115-166)	42.18	12.2 (0.0-16.6)	4'55 (0'00-5'03)	148	147	-

[Activity change](#)[Autolaps](#)[Show 100 laps ▾](#)[Previous](#)[Next](#)



Digital Store

People Analytics

$(x,y) \cdot t$



PEOPLE COUNTER &
DEMOGRAPHY



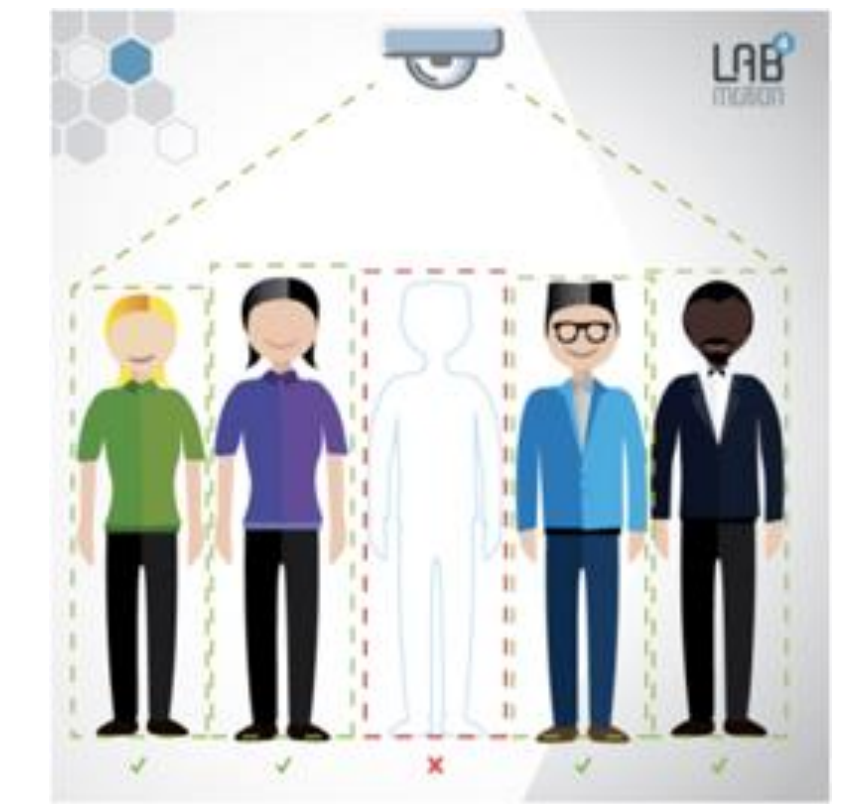
SERVICE TIME



QUEUE ANALYSIS



DIRECTION OF
MOVEMENT & ZONES



DWELL TIMES IN
REGIONS OF
INTEREST

VERTICA

Q&A