

Netezza End of Support Is Coming: Now What?

IBM Netezza PureData will officially reach end of support in the summer of 2019. What are your migration plans for your Netezza implementation? It's likely that IBM is encouraging you to move to dashDB, a cloud database that they've renamed IBM Db2 Warehouse on Cloud.

Vertica Analytics Platform

- Blazingly fast performance with high concurrency
- Real-time streaming data loading, aggregation, and analysis
- Complete and advanced SQL-based analytical functions and in-database Machine Learning
- Freedom from platform lock-in, no special hardware required
- Dependable, secure, and high availability at no extra cost
- Simplified pricing model makes it easier to plan for today and tomorrow's workloads

But a name change doesn't magically transform an unproven cloud database into the old standby Db2. And moving to the cloud shouldn't be a decision that your vendor makes for you. Vertica provides the highest levels of analytical performance on commodity hardware with the broadest choice of deployment options—on-premises, on Hadoop, and on all major clouds—all based on the same unified analytical platform (not a combination of database technologies).

What's Up with Netezza?

IBM Netezza PureData appliances will reach end of support in the summer of 2019. The IBM sales team is incentivized to sell and migrate Netezza customers to dashDB, a cloud-based data warehousing and analytics-as-a-service in the IBM Cloud. There are several issues that you may encounter with IBM's approach.

First of all, not everyone wants to move to the cloud, much less IBM's Cloud. No vendor should dictate where you can deploy. IBM is notorious for locking customers in its own cost-prohibitive ecosystem. This is just another example of that tactic. IBM is offering their complex and expensive Integrated Analytics System as the only alternative to going to the cloud. They do not offer any option with the flexibility for you to choose your own platform.

Secondly, dashDB is an inflexible, unproven product. Netezza and dashDB are not equivalent in functionality. And the end-to-end process of migrating to dashDB will not be a simple one. Fortunately, there's an alternative with Vertica.

Why Vertica?

If you've been an IBM shop for some time, even if this whole situation doesn't sound right, you've got to consider alternatives that will, at a minimum, give you the same level of functionality. Vertica will meet, and far exceed, your expectations. Let's look at some of the reasons why Vertica is the right answer to, "Now what?"

Freedom from Platform Lock-in

Vertica Analytics Platform doesn't force you to use an expensive appliance or move to a specific cloud. These are decisions that you should have the freedom to make based on your business needs. Vertica is a completely platform-agnostic, software-only solution. You can deploy on specialized hardware, on commodity hardware, on Google, Amazon, or Microsoft clouds, on all major Hadoop distributions, or in any hybrid configuration you wish. Best of all, Vertica is built on the same unified, underlying platform. So, there's no need to migrate from or integrate with multiple underlying databases.

Complete Solution for Analytics

Vertica is not one component of an "analytics system," or a larger set of applications you will need to buy to get any advanced analytics or machine learning use cases off the ground. Vertica is the entire solution. Using ANSI standard SQL, you can call, train, test, and deploy parallelized machine learning algorithms directly within the database. This includes all the most popular algorithms that you would expect like K-means, Decision Trees, and Naïve Bayes, but also some you might not expect like time series analyses, geospatial analyses, or Random Forests. And since you run these algorithms

and analytical functions in-database, there's never a need to downsample. So you can ensure complete accuracy of your results.

Zero Downtime Upgrades and Scaling

Since Vertica doesn't depend on a pre-defined appliance size, you can adjust processing power as needed as your business grows. There is no requirement to buy capacity in pre-defined increments. Simply add more nodes on premises or scale up your cloud instance—while your database continues to perform reliably and uninterrupted at the highest levels. Vertica will automatically rebalance the data load. Plus, with Vertica in Eon Mode, you can take advantage of the innovative separation of storage from compute architecture for cloud economics. This enables you to store as much or as little data as you need, and scale up and down compute resources in the cloud for highly variable workloads.

Highest Concurrency and Performance

Netezza users have come to expect that expensive specialized hardware of an appliance combined with tightly coupled software will provide outstanding performance. Vertica, on widely available, inexpensive commodity hardware with the same number of CPUs, cores, and memory vastly exceeds Netezza's performance levels. In addition, Vertica customers often have hundreds of concurrent users deriving value from the Vertica Analytics Platform, with no significant impact on query performance.

Hadoop and Open Source Friendly

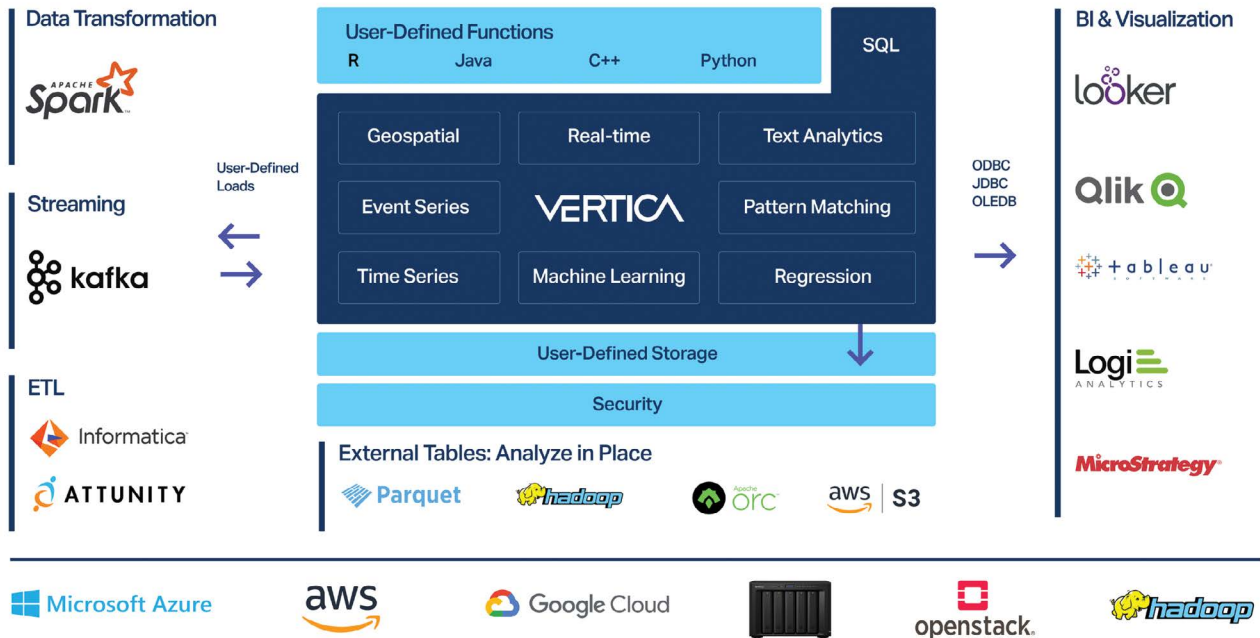
Vertica can also work as a query engine on Hadoop, whether Apache, Cloudera, Hortonworks or MapR, and supports XML, JSON, Parquet, ORC and Avro files. With Vertica, you can use SQL to query data in the database and in the Hadoop cluster. You don't need two separate

engines. Vertica's open platform also integrates with Apache Kafka for streaming use cases and has a new open source Python interface.

Security and High Availability

With Vertica Analytics Platform, you pay only for the production capacity that you need. High availability is included as part of the package. Vertica does not have a lead node, so there is no single point of failure to make your database vulnerable, and no chokepoint to slow downloading, exporting, or querying data. Data is stored in a compressed, encrypted format, and is only unencrypted at the last moment before it is returned to the user. Data manipulation operations are done on encrypted and compressed data, making them both more secure and more efficient. Vertica is trusted by cybersecurity specialists and highly regulated industries worldwide

An Open Architecture with a Rich Ecosystem



Easy Setup and No Manual Tuning

Vertica gives you the power to design your database yourself, and the freedom not to, if you choose. Vertica's Database Designer provides you with a simple wizard to design your database optimally for your query workload. No DBA needs to struggle to come up with the ideal database design. If you give it permission, the Database Designer's built-in learning AI will automatically optimize your database as you go by analyzing the types of queries you run on a regular basis. This means you can get outstanding performance out of the box that gets better and better over time, without having to lift a finger.

More Value for Your Investment

Vertica is a mature, proven technology built from the ground up for analytics workload efficiency. Vertica's leading-edge customers rely on the platform to run a variety of analytical use cases and types of data, including streaming

real-time low latency workloads like cybersecurity and gaming where sub-second query

"Netezza's appliance-only offering carried similar issues as Oracle, requiring specialized hardware and forcing us to over-expand capacity at the outset. Vertica was the clear choice as it runs on a much wider range of servers with broad deployment options—all at a fraction of the cost and the highest levels of scalability and performance."

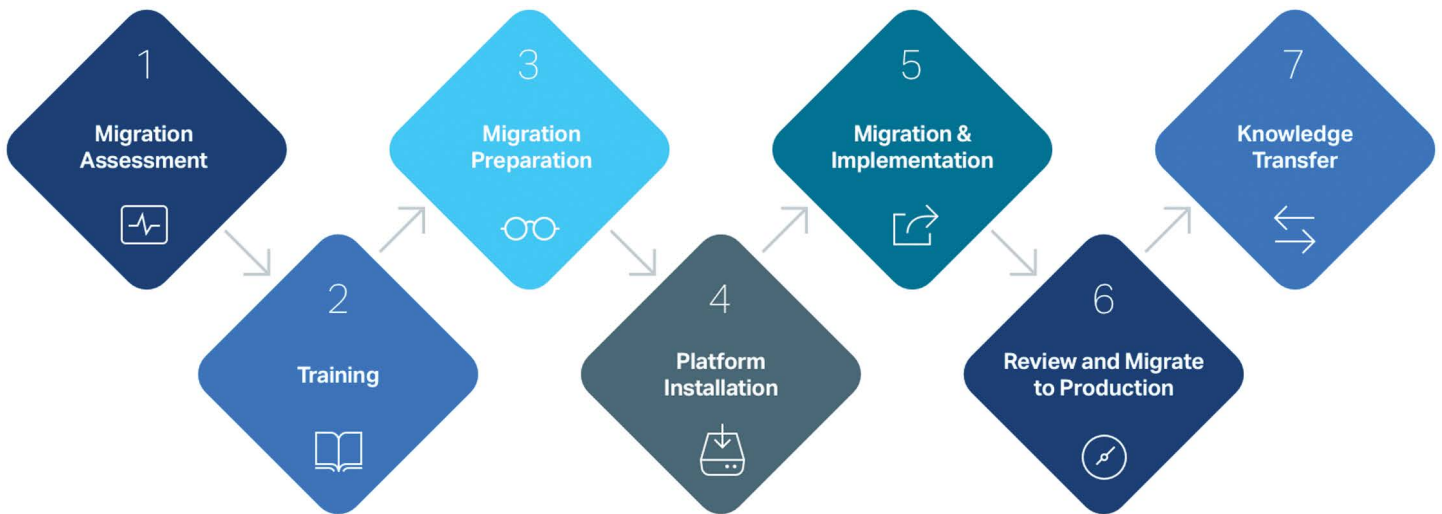
EMON HAQUE

Senior Product Manager
Analytics and Big Data at Anritsu

responses are a must, and social media giants where consistent query performance at Petabyte or even Exabyte scale is expected. With Vertica's straightforward per terabyte, per node, or per hour pricing structure, versatility, power and dependability, you can derive the most value from your analytical investment.

Proven Path from Netezza to Vertica: Netezza Analytics Transition Service

Vertica Professional Services has the experience and expertise to get your data and workloads migrated to your new Vertica Analytics Platform with a minimum of time and effort. Many of our current customers chose Vertica over Netezza in the past, so we know the pitfalls and tricks to make the transition smooth. Vertica offers the Netezza Analytics Transition Service package to simplify your migration so that Vertica's professionals can get you up and running fast.



Examples of Customers Who Chose Vertica Over Netezza

When choosing a new analytics platform, customers in a wide variety of industries consistently chose Vertica over Netezza, even before the end of support announcement. Here are a few examples:

MATRIMONY.COM

matrimony.com

Matrimony.com completely relies on real-time data analytics for its online profile matching. They needed a scalable data analytics solution that would slot into their existing hardware and business processes, at a minimum cost. They looked at a variety of solutions including Netezza and Vertica.

Chose Vertica over Netezza Because

- Vertica's light-weight architecture performed great even on commodity hardware.

"The results have been excellent. We deliver a high-performance service to our clients, with a cost-effective and scalable data analytics platform. Our management is pleased with the real-time reporting capabilities within Vertica."

RAMAKRISHNAN VENKATARAMANAN

AVP, Decision Support Systems
Matrimony.com Ltd.

"It was very straightforward. We just paid a single cost for the production server, and as this was calculated on a per TB cost rather than a per-user cost, this worked well for us. We like that there are no hidden costs for things such as disaster recovery, which comes as standard."

RAMAKRISHNAN VENKATARAMANAN

AVP, Decision Support Systems
Matrimony.com Ltd.

- Vertica's frequent cadence of product innovations enables Matrimony to continuously improve their analytics. "We love Vertica's self-tuning capability. We just keep loading a large volume of data continuously each day, and Vertica takes care of tuning."
—Ramakrishnan Venkataramanan

ANRITSU

Anritsu

As the service assurance business unit in Anritsu started to break into the domain of analytics, they realized that the data storage need had increased exponentially while the response times expected by the customers for any kind of analysis had decreased drastically. They needed to replace their Oracle system and looked at several technologies, including Netezza and Vertica, to keep costs down while allowing them to scale both now and in the future.

Why Did Anritsu Choose Vertica?

- **Flexible Scalability:** Vertica's modularity easily allows for adding or removing storage/servers to improve churn prevention. With Oracle or Netezza, Anritsu had to over-expand at the outset, negatively affecting customer efforts.
- **Hardware Cost:** Netezza requires specialized hardware, just like Oracle. Vertica can run on a much wider and cheaper range of servers. This cut costs by as much as \$250,000 when comparing equivalent hardware setups for Oracle and Vertica.
- **Implementation Speed:** Anritsu needed to get their new solution up and running quickly. The transition was smooth and speedy as they were able to use their existing hardware.

Contact us at:
www.vertica.com

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What Benefits Did Anritsu See?

- Enabled Anritsu to handle significantly larger scale data input with a faster response time for analysis
- Improved ability to target tier 1 telecommunication operators while maintaining SMB client base
- Improved performance allowed them to execute very complex analytics use cases
- ROI: 351%, Payback in 4 months
- \$3 million average annual benefits

Learn more at

www.vertica.com/customer/anritsu