

SYBASE®

SYBASE IQ  
ACCELERATING YOUR REPORTING  
AND ANALYTICAL RESULTS

THE  
ENTERPRISE.  
UNWIRED.





## SYBASE IQ: SMARTER THAN THE CONVENTIONAL WISDOM

In the current economic climate, your ability to systematically improve operational efficiency and increase customer satisfaction by making faster, better-informed decisions is fundamental to survival and essential for growth. The ability to quickly transform organizational data into economic value is what now determines the winners and the losers in the worldwide marketplace.

You may need to analyze business performance, fraud, risk, marketing performance, accounting, profitability, customer relationships, and/or supply chain effectiveness. Or perhaps you are facing data challenges posed by regulatory reporting mandates. To analyze any or all of the above, you must have the ability to run multiple, complex queries against large volumes of data; analyze operational, customer, and marketplace trends; and act quickly upon this information to seize new opportunities and make mid-course corrections to ensure your success.

Conventional wisdom says you have only one choice for supporting data warehousing and reporting systems—a traditional transactional database. But the problem with that approach is that you will hit a performance threshold as you increase the amount of data to be analyzed and add users who need to access your analytical applications, especially online.

Anyone who has deployed a data warehouse or reporting system on a traditional transactional database has learned the hard way that it has serious limitations:

- Unacceptable performance with query responses taking hours or days
- Extensive tuning required for each query—making ad hoc analysis virtually impossible
- Ever-growing storage requirements and costs
- Additional DBA resources needed to maintain the system

All of this against a backdrop of limited IT budgets and staff.

## SYBASE IQ: ACCELERATING YOUR ANALYTICAL RESULTS—FOR LESS

Fortunately, there is a smarter solution—Sybase IQ. That is because Sybase has revolutionized the world of reporting and analytics. Sybase IQ is a highly scalable analytical engine, designed specifically from the ground up for unsurpassed query performance and the lowest total cost of ownership for your analytical applications and reporting systems—bar none. Unlike traditional databases, Sybase IQ is architected for analytics—not transactions—with a column-based structure and patented indexing that make it the preeminent choice for data warehousing and reporting.

“BY USING SYBASE IQ, QUERIES THAT TOOK THREE TO FOUR HOURS ARE NOW TAKING THREE TO FOUR MINUTES. WE SEE SYBASE IQ AS SOMETHING OF A MIRACLE.”

—LUCIEN COSTA, MANAGER OF ENTERPRISE INFORMATION SYSTEMS AND DATA WAREHOUSING, VODAFONE (PORTUGAL)

**“MANAGERS WHO ARE USED TO QUERIES TAKING 24 HOURS OR MORE TO RUN WILL FIND IT DIFFICULT TO BELIEVE THAT THESE QUERIES NOW CAN BE RUN IN A MATTER OF MINUTES USING SYBASE IQ. IT MANAGERS SHOULD BE READY TO FALL OFF THEIR CHAIRS.”**

—BLOOR RESEARCH ANALYST REPORT ON SYBASE IQ BY PHILIP HOWARD

## **SYBASE IQ: THE HANDS DOWN WINNER FOR ANALYTICS BY ANY MEASURE**

Information is the engine that drives successful organizations. To win, you need to transform vast amounts of information into smart decisions faster than your competition—or the enemy.

Sybase IQ delivers answers to your users' questions 10 to 100 times faster than traditional data warehouse technologies, regardless of the number of users or queries. Ad hoc query results are returned in seconds and minutes, instead of hours or days with traditional transactional technologies. And because Sybase IQ can load data in real-time with virtually no impact on performance, your users can efficiently act based on current information to make the best-informed decisions possible.

Sybase IQ's reduced overhead, storage costs, and maintenance requirements, combined with faster data loads and blazingly fast query response times result in an ROI you have previously only dreamed about.

### **ANSWERS IN THE BLINK OF AN EYE**

We know you need answers now—regardless of how much data you need to analyze. Regardless of how much data is in your warehouse or reporting system. Regardless of how many users are running queries. Opportunity is a perishable commodity. With Sybase IQ, transactional data can be quickly imported into your analytical system, putting current information in the hands of your users. That means faster decisions and a serious competitive edge.

“THE USUAL QUERIES THAT RAN ON OUR DATABASE PRODUCED RESULTS IN TWO HOURS. WITH SYBASE IQ, THE SAME QUERY TOOK AS LITTLE AS SEVEN SECONDS. I COULDN'T BELIEVE THE RESPONSE!”

—RAY LACKEY, SYSTEMS ARCHITECT, DISSEMINATION SYSTEMS SECTION, CENSUS OPERATIONS DIVISION, STATISTICS CANADA

### **THE SCALABILITY AND FLEXIBILITY YOU REQUIRE**

Sybase IQ was designed and built from the ground up to scale seamlessly from very small to very, very large. It has been thoroughly audited and tested for:

- Thousands of users and queries
- Dozens of nodes and hundreds of CPUs across multiple server generations
- Over 155 Terabytes of input data

Scalability is simply not an issue. You can start small and grow large or start large and grow massive.

“[USERS] CAN GET WHATEVER ANALYSES AGAINST 10 YEARS OF DATA THEY WANT WITHIN A FEW SECONDS AT THE TOUCH OF A BUTTON. THE RANGE OF THEIR QUERIES IS NOW BIGGER BECAUSE THEY'RE NO LONGER RESTRICTED TO AGGREGATED SUBGROUPS.”

—HANS KLEMMER, HEAD OF APPLICATION DEVELOPMENT, EMI MUSIC (GERMANY)

## ALL AT A DRAMATICALLY LOWER TOTAL COST OF OWNERSHIP

We know you are not looking for a solution at any price. We understand that every IT expenditure must add positive, measurable business value without incurring enormous added expense today or over time. Here, too, Sybase IQ is tuned to your requirements:

### STORAGE SAVINGS/COMPRESSION:

Sybase IQ compresses input data by as much as 70%. This provides a major reduction in storage costs versus a conventional transactional-based data warehouse or reporting system. In an audited benchmark by TPC auditor Francois Raab, Sybase IQ loaded 155 Terabytes of input data and compressed it into a 55 Terabyte data warehouse. Using a traditional relational database, the same 155 Terabytes would explode to 500 to 1,000 Terabytes.

“IN THE PAST, AS DATA SETS WERE IMPORTED INTO OUR PREVIOUS DATABASE, THEIR SIZES INCREASED. HOWEVER, SYBASE IQ COMPRESS THE FILES BY 40% – 70%, SAVING DISK SPACE.”

—GI-UN GYUNG, ASSISTANT MANAGER, INFORMATION SYSTEM DEPARTMENT, CHOHUNG BANK (KOREA)

### REDUCED MAINTENANCE COSTS:

By eliminating the need to tune for every query and devote scarce time and resources to adding new fields and managing everyday data growth, Sybase IQ eliminates data overhead and reduces maintenance and its attendant costs.

“SYBASE IQ SAVED BETWEEN FOUR AND SIX TIMES THE STORAGE VOLUME REQUIRED COMPARED TO OTHER [RDBMSs] AVAILABLE ON THE MARKET, WITH THE ATTENDANT REDUCTION IN HARDWARE, SUPPORT, ADMINISTRATION AND MAINTENANCE COSTS.”

—PEDRO ROMERA, SYSTEMS ENGINEERING MANAGER, TELEFÓNICA (SPAIN)

### ACCELERATED DEPLOYMENT:

Since Sybase IQ is architected from the ground up to support reporting and analytics, it takes only a fraction of the time to deploy, compared to traditional databases. With Sybase IQ, there is no need to re-engineer the database for analytics. Deployment time can be slashed by as much as 80%! That means faster results for your organization and reduced IT resource project costs.

### LEVERAGE YOUR EXISTING INVESTMENTS:

Like all Sybase technology, Sybase IQ is built on open standards, ensuring easy integration and interoperability with your existing enterprise IT assets.

“THIS DATA WAREHOUSE IS BY FAR ONE OF THE LARGEST I’VE EVER SEEN AND IT’S GOING TO GROW CONSIDERABLY EVERY YEAR. I AM CONFIDENT THE HARDWARE AND TECHNOLOGY [SYBASE IQ] WE HAVE SELECTED WILL BE ABLE TO KEEP UP WITH OUR DEMANDS AS WE GROW IT TO THE 30 TERABYTE LEVEL.”

—TIMOTHY S. GEARY, DATA RESOURCE MANAGER, INFORMATION TECHNOLOGY, NATIONAL PRODUCT GROUP, NIELSON MEDIA RESEARCH

## REVOLUTIONIZING THE WORLD OF REPORTING AND BUSINESS INTELLIGENCE

Sybase IQ has revolutionized the world of reporting and analytics—offering unprecedented speed, storage efficiency, and reduced maintenance and hardware costs. With it, data warehousing and reporting projects are routinely deployed successfully, within budget, and on time.

With Sybase IQ, you can analyze customer profitability, market penetration, sales effectiveness, and operational efficiency. Sybase IQ has put real-time analytics and reporting within the reach of any size enterprise.

“WE ORIGINALLY PROJECTED THAT SYBASE IQ WOULD SAVE US ABOUT \$150K PER YEAR. BUT OVER THE PAST FIVE YEARS, IT HAS SAVED US ABOUT \$5 MILLION BY HELPING US IDENTIFY FORMS OF FRAUD WE NEVER KNEW EXISTED AND BY GIVING US THE ABILITY TO IMPLEMENT APPROPRIATE MEASURES TO ELIMINATE THE

CAUSES.”

—JOHN HAGEN, SENIOR SYSTEMS ANALYST & PROJECT MANAGER, AMERICAN AIRLINES

Contact us today at [infobi@sybase.com](mailto:infobi@sybase.com).

Visit our web site at [www.sybase.com/products/bi/sybaseiq](http://www.sybase.com/products/bi/sybaseiq) to access analyst reports, white papers, and other special promotions.

## SYBASE IQ MAKES YOU A WINNER

With Sybase IQ powering your data warehouse or reporting system, everyone in your organization benefits:

- **Business Users** including executives, analysts, managers, operations staff, customers, suppliers and distributors, get the information they need when they need it. Real-time information in seconds, empowering them to make the right decisions at the right times.
- **IT Executives** can build and manage even the largest enterprise data warehouses and reporting systems efficiently and economically, delivering on their organizations' strategic objectives to manage costs and transform data into economic and strategic value.
- **Database Managers** can cut the total cost of ownership of the data warehouse while reducing overall complexity and maintenance cost.
- **Analytical Application Developers** can deliver higher performance, greater scalability and lower maintenance and ownership costs to their clients

Best of all, this can be achieved with existing staff while protecting investments in existing technologies.

"THE RESULTS SHOW THAT SYBASE IQ IS EXTREMELY CAPABLE OF MANAGING DATA WAREHOUSES CONTAINING MULTIPLE TERABYTES OF DATA, WHICH IN THE END, SIGNIFICANTLY BENEFITS ITS CUSTOMERS BY SAVING THEM TIME AND MONEY."

—RICHARD WINTER, PRESIDENT, WINTER CORPORATION

### AVAILABLE PLATFORMS:

- Sun® Solaris® – 64 BIT
- HP-UX – 64 BIT
- IBM® AIX – 32 BIT
- IBM AIX – 64 BIT
- Linux
- Microsoft® Windows NT 4.0
- Microsoft Windows NT 4.0 Enterprise
- Microsoft Windows 2000
- Microsoft Windows XP

"I WOULD VENTURE TO SAY SYBASE IQ IS THE FASTEST IN THE INDUSTRY. WE LOAD ALMOST 10 BILLION ROWS A MONTH, A TERABYTE A QUARTER. WITH SYBASE IQ, IT JUST FLIES."

—Craig Silver, Senior Database Architect  
of the Data Technology Group at  
Nielsen Media Research



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