



EXPEDITING MIGRATION AND EXPANSION

In partnership with



## KEY HIGHLIGHTS

- 90-minute installation
- Fast, safe, secure data migration
- Seamless integration with existing tools and apps
- No hidden costs
- Grows to petabytes of capacity
- Eliminate painful upgrades with a highly scalable and incremental expand-as-you grow architecture

### YOUR YELLOWBRICK DATA WAREHOUSE CAN BE PRODUCTION-READY IN A DAY

Today's unprecedented growth in data and user performance needs pushes traditional data warehouses to their limits. Many IT departments face the daunting task of forklift upgrades and over-purchasing storage and compute capacity—all to buy just a few years relief until the next upgrade. Not so with the Yellowbrick Data Warehouse.

The Yellowbrick Data Warehouse gets customers up and running quickly, with as minimal, if any, disruption. While traditional data warehouse migrations require weeks or months of planning and labor, a Yellowbrick Data Warehouse can be installed, migrated, and running meaningful analytics in a single day. In addition, customers can add storage and compute resources incrementally, so they will not have to purchase more than they need or worry about future upgrades.

### MIGRATE THE YELLOWBRICK DATA WAY

Yellowbrick Data offers customers the following migration-related benefits:

- Ability to use an existing rack: The Yellowbrick Data Warehouse has a standard (non-proprietary) form factor that fits seamlessly into an existing rack.
- Fast installation and provisioning: Turnkey design and converged architecture enables the Yellowbrick Data Warehouse to reach its final fault-tolerant production state within 90 minutes.
- Simple migration that simplifies operations: The Yellowbrick Data Warehouse uses standard data definition language (DDL) and supports multiple databases and schemas. Our industry-leading performance and software features, such as auto-indexing and automatic statistics, enable even poorly written SQL to execute much faster than optimized SQL on competing solutions.
- Rapid data migration: The Yellowbrick Data Warehouse custom high-speed bulk loader is parallel everywhere. It was designed from the ground up to deliver unprecedented data loading speeds.

- Seamless data migration: The Yellowbrick Data Warehouse can source data with real-time ingest, including flat ASCII, compressed data, Hadoop, S3, and many more.
- Easy ecosystem integration: Our use of standard ANSI SQL and open connectors for third-party tools, such as ODBC, JDBC, and ADO.NET enables enterprises to integrate seamlessly with reporting, analytical, monitoring, scheduling, backup/restore, and ETL tools. End users continue to use their existing analytic toolsets. Nothing changes, except it is now possible to run previously impossible queries.
- No hidden costs: The Yellowbrick Data Warehouse has no hidden costs with predictable price performance across a large number of users.

Same-day migration and the ability to grow at the pace of business

With the Yellowbrick Data Warehouse “load and go” design, customers can finally say goodbye to the pain of hardware upgrades. A Yellowbrick Data Warehouse can be production-ready the same day it is deployed. Better still, the solution is much easier to maintain than traditional data warehouses, and scales incrementally up to petabytes of capacity, with near-linear performance.



Say goodbye to forklift upgrades now and into the future

The Yellowbrick Data Warehouse delivers a growth platform to meet the business demands of the modern enterprise. With a Yellowbrick Data Warehouse, customers are prepared for future growth needs, including:

- Growth and availability: Customers can easily add performance and capacity by adding compute nodes on the fly, without any downtime. The Yellowbrick Data Warehouse “expand-as-you-grow” model enables customers to buy only the storage and compute capacity they need, instead of over-purchasing based on future growth estimates.
- Performance: The Yellowbrick Data Warehouse is optimized for challenging analytic environments. It dramatically accelerates the performance of individual workloads, while powering through the mixed workloads that slow traditional data warehouses. Customers can run ad hoc queries, large batch queries, business reports, ETL processes, and ODBC inserts all at the same time.
- Capacity: Customers can maintain in-memory performance levels for up to petabytes of capacity. Capacity utilization is efficient, as the Yellowbrick Data Warehouse compresses all data and can also encrypt data at rest.

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