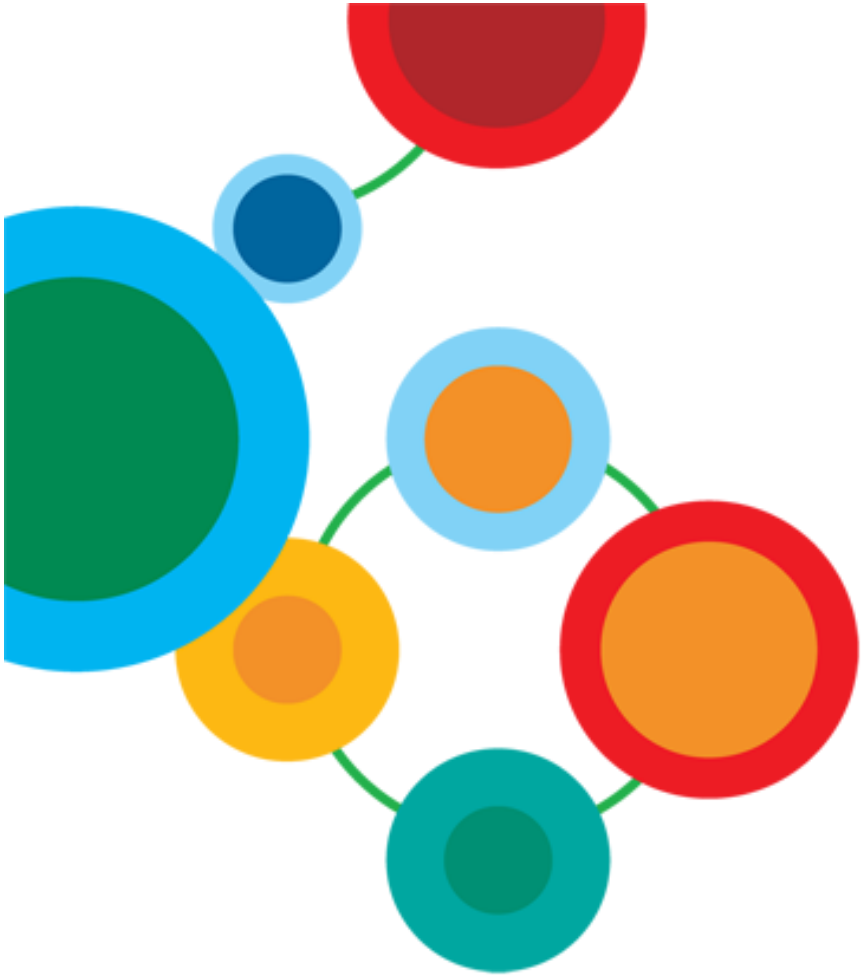


# The Evolving IBM Netezza Product Family

IDW 3028

Razi Raziuddin, IBM Netezza

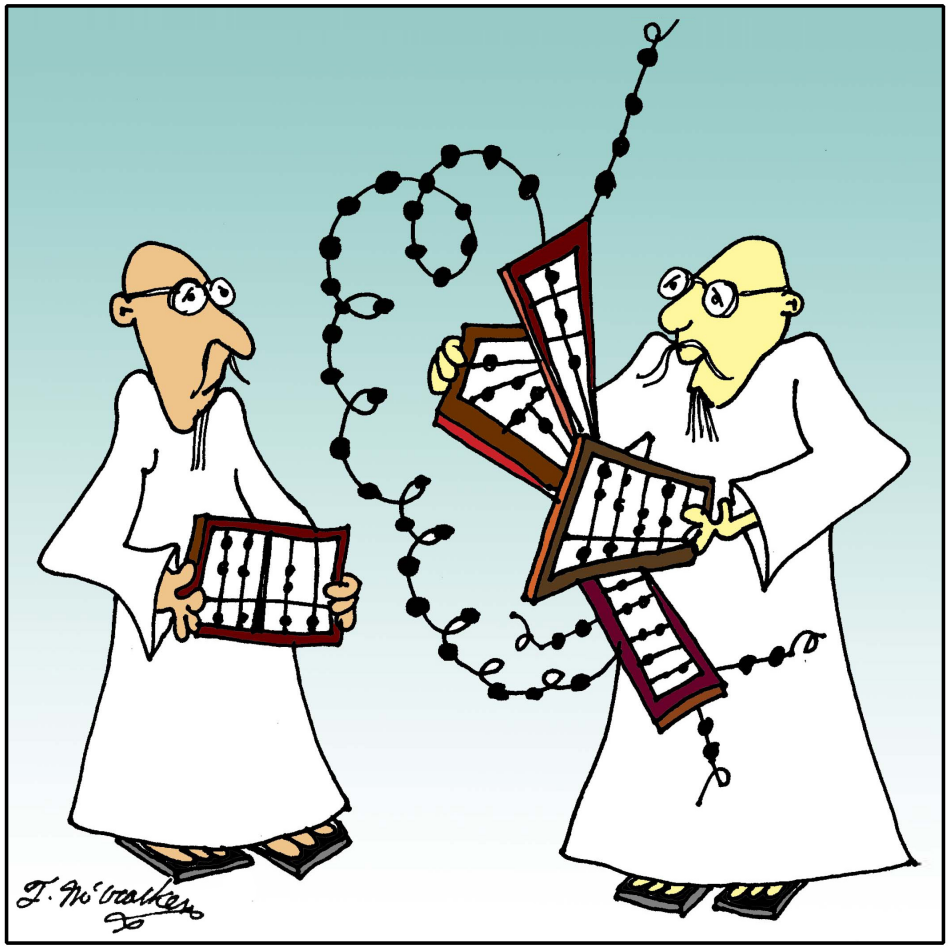
IBM Software

Information On Demand 2011

# Important Disclaimer Information

*The following statements of IBM and Netezza, an IBM company, regarding plans, directions, and intent are subject to change or withdrawal without notice at IBM's or Netezza's sole discretion. Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.*

# Product Development Gone Wrong!

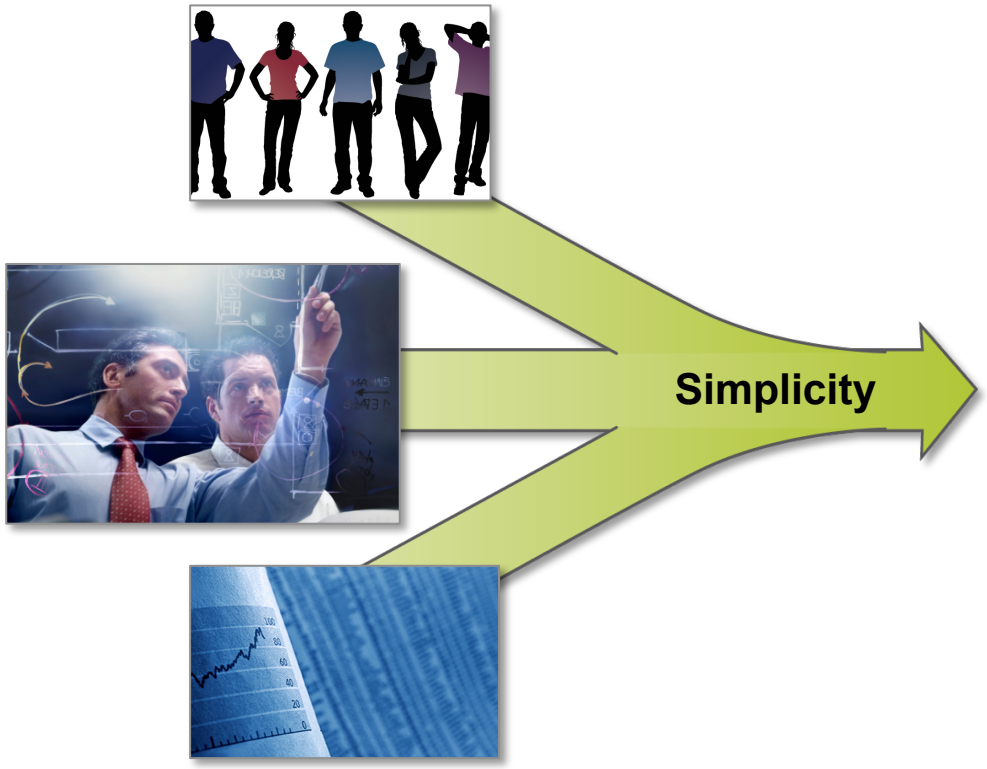


"Product development says it's based on the latest technology."

# Product Development Gone Wrong!

"Forget about softness. Tests show we could triple sales if we add pepper."

# Our Approach …




Our goal …

# The Virtuous Cycle of Analytics

Data & Workloads

- Web click data
- Call detail records

- Blogs and Feeds
- Social media analysis

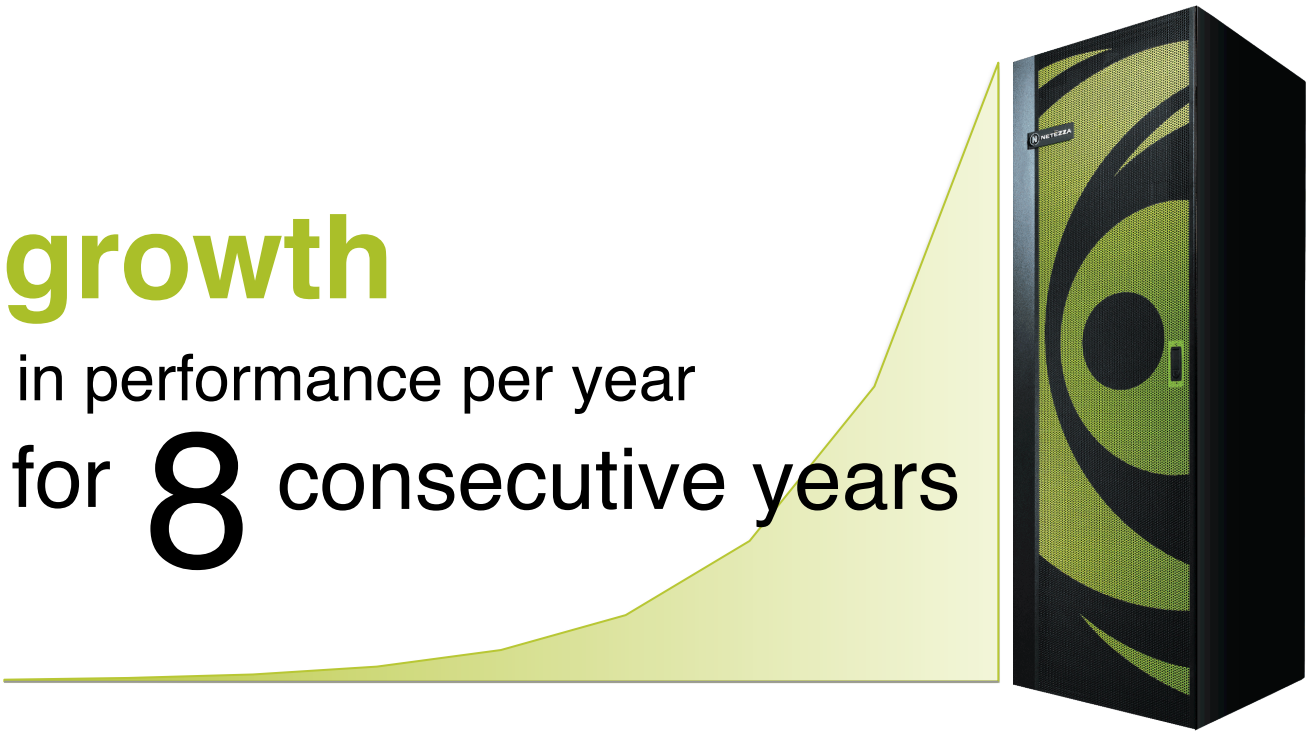
- Logs and transactions
- Fraud detection

# Software Roadmap: Netezza Performance

2X **growth**

in performance per year

for 8 consecutive years



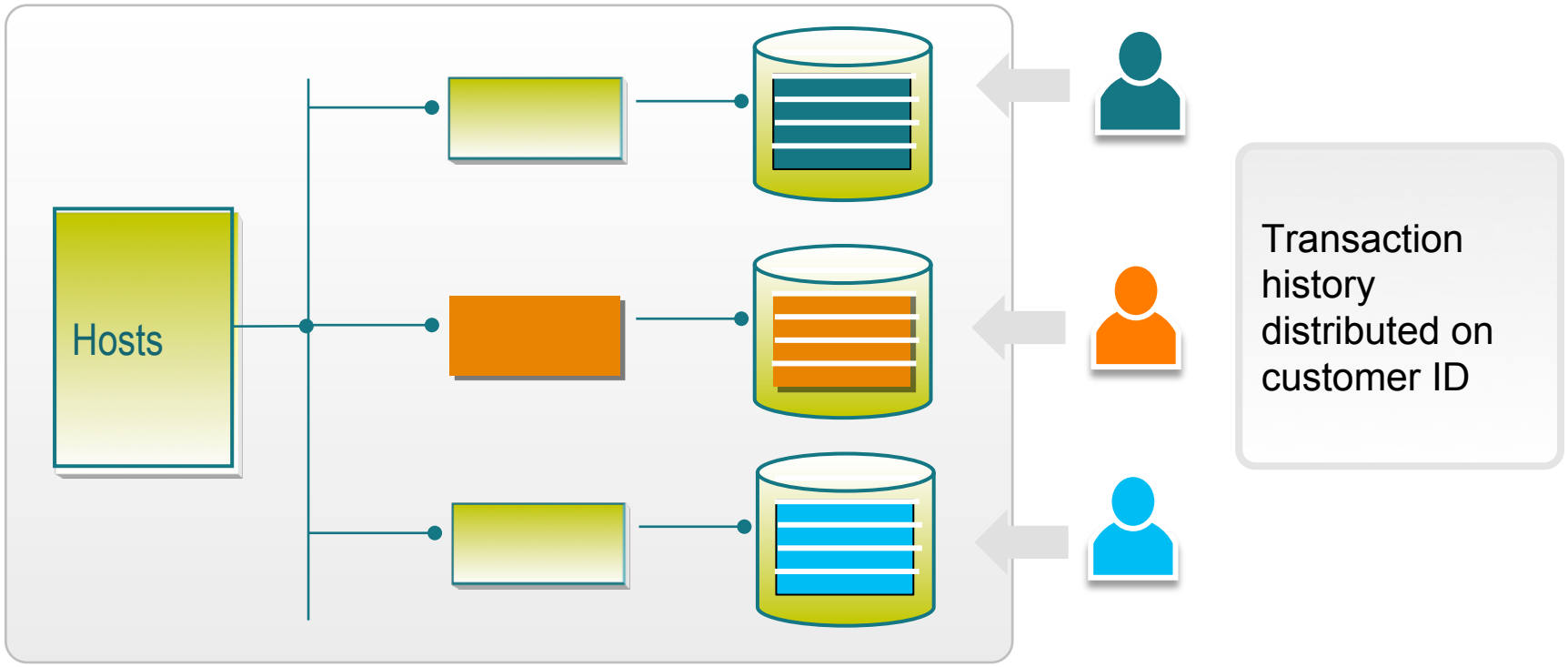
# Operational Analytics: Variety and Velocity

- Shift from batch-oriented to inline analytics
- Web and smartphone based behavioral targeting

- Web-based interactive applications
- Rich information and analytic portals

# Distribute Restrict Optimization

- Individualized offer based on customer's purchase history
- Query restricts on distribution key for fact table



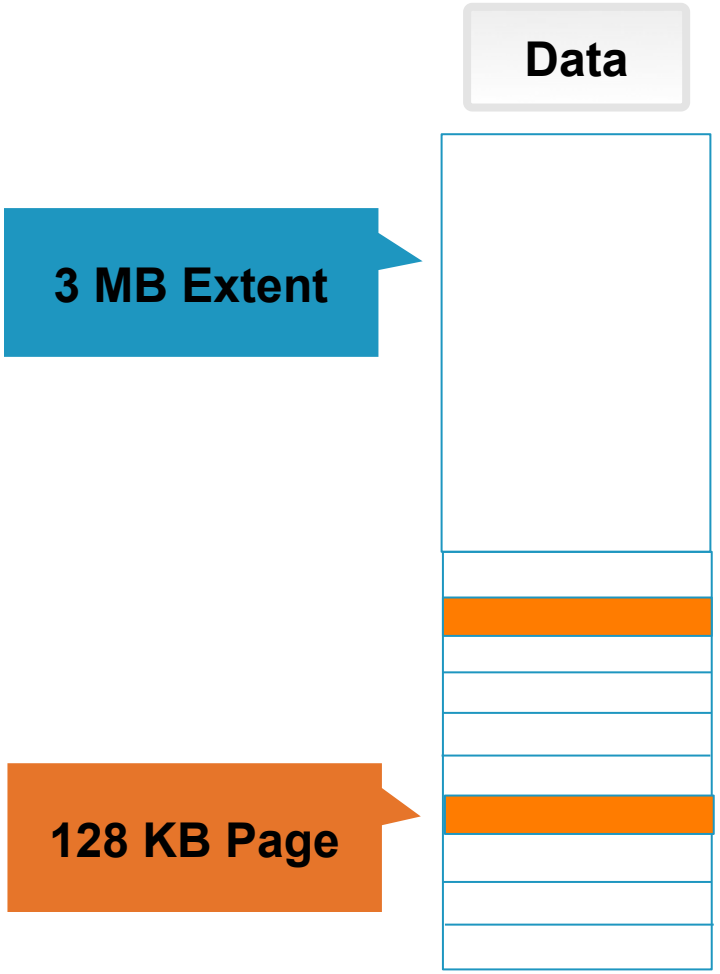
# Granular Zone Maps

## Individual customer transactions

- Narrow data range

## Granular Zone Maps

- Work at page level
- Potential 24X reduction in reads



# Smart Caching

- Busy workload with common query patterns and reports

- Snippet results
- Pre-broadcast tables



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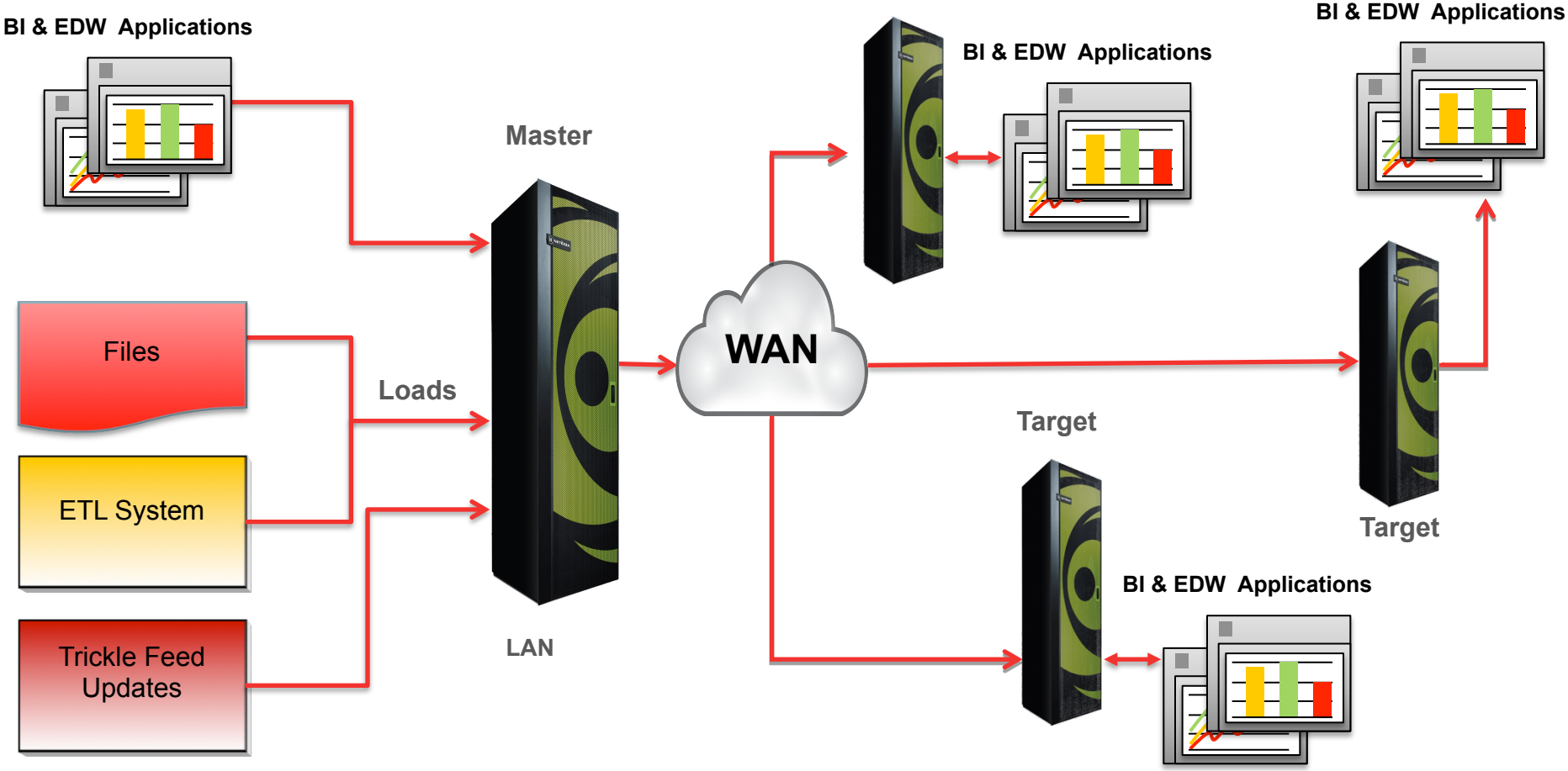
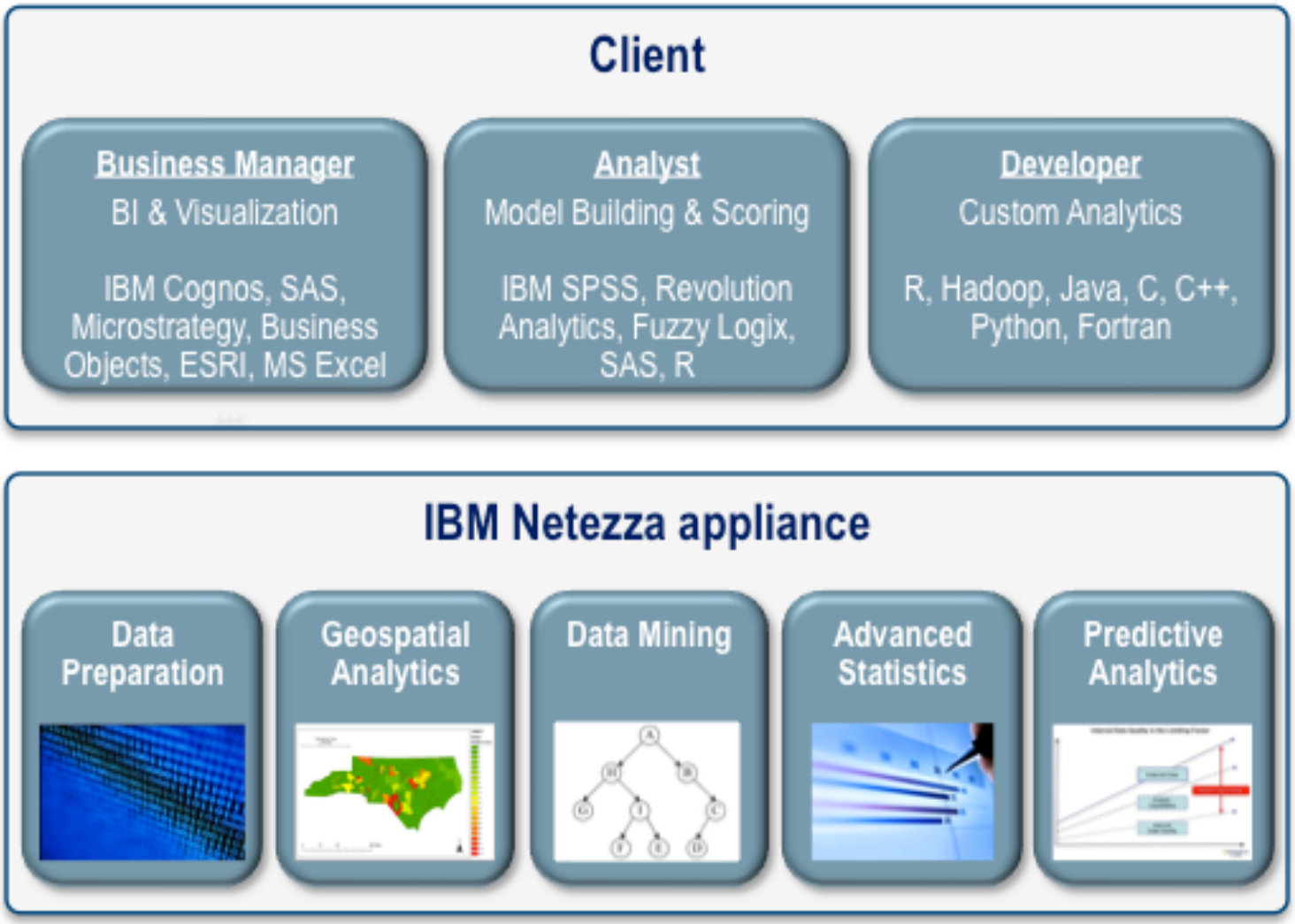
# Phase I: Async Replication for DR and Concurrent Access



# IBM Netezza Analytics



# Analytics Roadmap Themes

| Theme | Examples |
|---|---|
| Enable Analytic Organizations | • In-database, parallelized advanced analytics<br>• SAS acceleration<br>• PMML support |
| Differentiate with Performance | • UDX performance enhancements<br>• Hardware acceleration (e.g., GPU)<br>• Extreme performance – (e.g., matrix, MPI) |
| Enrich Our Analytics Partner Ecosystem | • IBM SPSS<br>• Fuzzy Logix<br>• Revolution Analytics<br>• SAS<br>• ESRI |
| Align with Emerging Technologies | • Open source support<br>• Hadoop<br>• R<br>• Real-time data processing<br>• GPU<br>• Flash |

# Velocity: Operational Analytics

## Optimize routes for nationwide trucking fleet

- Minimize fuel, labor and equipment costs
- Maximize revenue and customer sat

## Optimize switching routes for global voice traffic

- Minimize cost; Deliver voice quality