



The IBM Netezza Data Warehouse Appliance In Action: - introducing some customer use cases

dai clegg



NEW YORK GAITHERSBURG, MD LAS VEGAS BELLEVUE, WA SEOUL BEIJING PARIS MUMBAI SHANGHAI BANGKOK LONDON SINGAPORE SYDNEY MILAN FRANKFURT



Digital Media



Financial Services



Government



Health & Life Sciences



Retail / Consumer Products



Telecom



Other



ROADSHOW 2011



Netezza delivers speed

- 15,000 users
- Running 800,000+ queries per day



“...when something took 24 hours I could only do so much with it, but when something takes 10 seconds, I may be able to completely rethink the business process ...”

nielsen

-- SVP Application Development, Nielsen

http://www.youtube.com/watch?v=yOwnX14nLrE&feature=player_embedded



ROADSHOW 2011

NETEZZA
an IBM® Company

Netezza delivers scalability

- 1 PB on IBM Netezza
- 7 years of historical data
- 100-200% annual data growth



“NYSE ... has replaced an Oracle 10 relational database with a data warehousing appliance from Netezza, allowing it to conduct rapid searches of 650 terabytes of data”.



-- ComputerWeekly.com



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Netezza delivers simplicity

Up and running 6 months
before being trained
200X faster than Oracle system
ROI in less than 3 months



"Allowing the business users access to the Netezza box was what sold it".



-- Steve Taff,
Executive Dir. of IT Services



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Netezza delivers smarts

- Identifies items that shoppers are likely to buy in future visits
- Coupon redemption rates as high as 24%



“Because of (Netezza’s) in-database technology, we believe we’ll be able to do 600 predictive models per year (10X as many as before) with the same staff”.

-- Eric Williams,
CIO & Executive VP



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Netezza delivers savings, benefits, value

- Capex cost savings:
- more than \$750,000 over three years ROI
- Opex cost savings:
- just under \$1.5 million
- Revenue gains:
- Forrester TEI Study: http://thinking.netezza.com/information_resources/analyst_reports
- three-year, risk-adjusted PV of \$2.54 million
- Productivity gains:
- a total three-year, risk-adjusted savings of more than \$175,000



“Netezza have taken us through the evolution of the data warehouse appliance and truly have demonstrated to us a revolutionary technology beyond our expectations through Netezza’s speed, flexibility and the time to insight the platform offers.”

-- Chris Harrison
Chief Technology Officer



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Netezza delivers savings, benefits, value

- ETL processes 200x faster;
- Queries run 350x faster;
- Ad hoc & “wish list” queries enabled
- Reduced H/W costs + \$100Ks tuning costs saved



Improved segmentation & targeting results in higher response rates for campaigns
More frequent physician segmentations improve call productivity

AstraZeneca 



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 **NETEZZA**
an IBM® Company

Netezza delivers savings, benefits, value

- Month-end report workload:
 - from 50 hours to less than 30 Minutes
- 40 Marketing Analysts run ad-hoc queries/reports all day
- All daily scheduled reports complete by 8am
- Migrated from Oracle to Netezza in 6 weeks



“With Netezza we got that performance and a massive improvement just by switching it on

-- Martin Gow
BI DCS Manager



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Netezza delivers savings, benefits, value

- £30M (~\$59M) in recovered revenue
- Scalability during rapid growth and acquisitions
- More dynamic response to shifting market needs
- Restored confidence from business users and management
- CDR queries down from 35 hours to 35 minutes



“I can now run queries I wouldn’t have even attempted on the Oracle CDR data warehouse.”

Damon Harding
Head of Data Integrity and Revenue Assurance
The Carphone Warehouse



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The Simple Appliance Built for Serious Analytics

Learn more: <http://thinking.netezza.com>