



ROADSHOW 2011 we're coming to



## IBM Netezza: The Simple Appliance for Serious Analytics

Wendy Wheeler, VP of Corporate and Field Marketing, Netezza an IBM Company



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

# Trends in Data Warehousing and Business Intelligence

*Leveraging Data and Information is a business imperative*

- ✓ Agile BI
- ✓ Self Service BI
- ✓ Mobile BI
- ✓ Big Data
- ✓ Deep Analytics
- ✓ Growth of Appliances

***“If you are one of those companies not embracing data, you are among the walking dead”***

— Keynote comment, Strata Summit September, 2011

it's all about

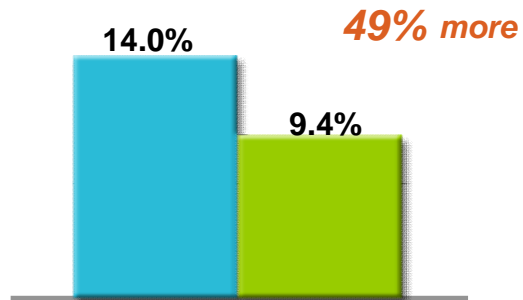


ROADSHOW 2011

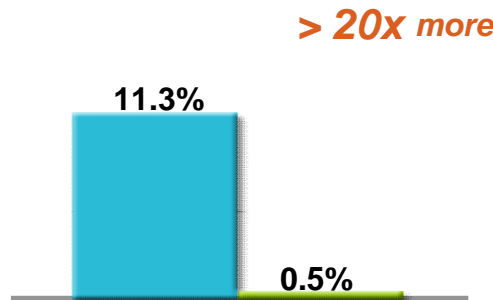
**N** NETEZZA  
an IBM Company

# Companies That Invest in Business Analytics Consistently Outperform

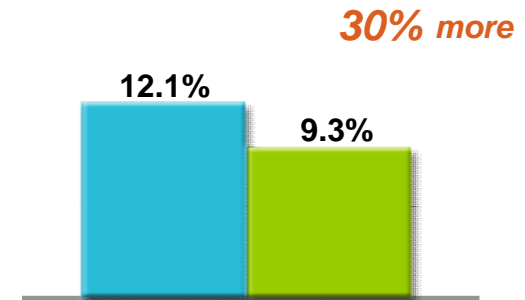
**Revenue Growth**  
5 Year CAGR (2004-2008)





**Profit Growth**  
5 Year CAGR (2004-2008)



**Return on Invested Capital**  
5 Year Average (2004-2008)



 Finance organizations with business insight  
 All other enterprises

Revenue Growth: N = 580; Profit: N = 435; ROIC: N = 606  
Source: IBM Global Business Services, The Global CFO Study 2010



ROADSHOW 2011





**Working Together, Sharing a Vision**



ROADSHOW 2011



## How do you become a data driven organization?



## Slide 5

---

- 6** I put two set up slides in this one or the next.....  
Nancy Kopp, 04/10/2011
- 7** Nancy Kopp, 04/10/2011
- 8** Nancy Kopp, 04/10/2011
- 9** Nancy Kopp, 04/10/2011
- 10** Nancy Kopp, 04/10/2011

# Think Differently, Think Smarter

Analytics take too long to deliver

Traditional warehouse architectures are too complex

Need to adapt & leverage newer forms of data



ROADSHOW 2011

# IBM Smart Consolidation Strategy for Warehousing and Analytics *Delivers Results Faster Using the Right Optimized System*

- **Simplify**

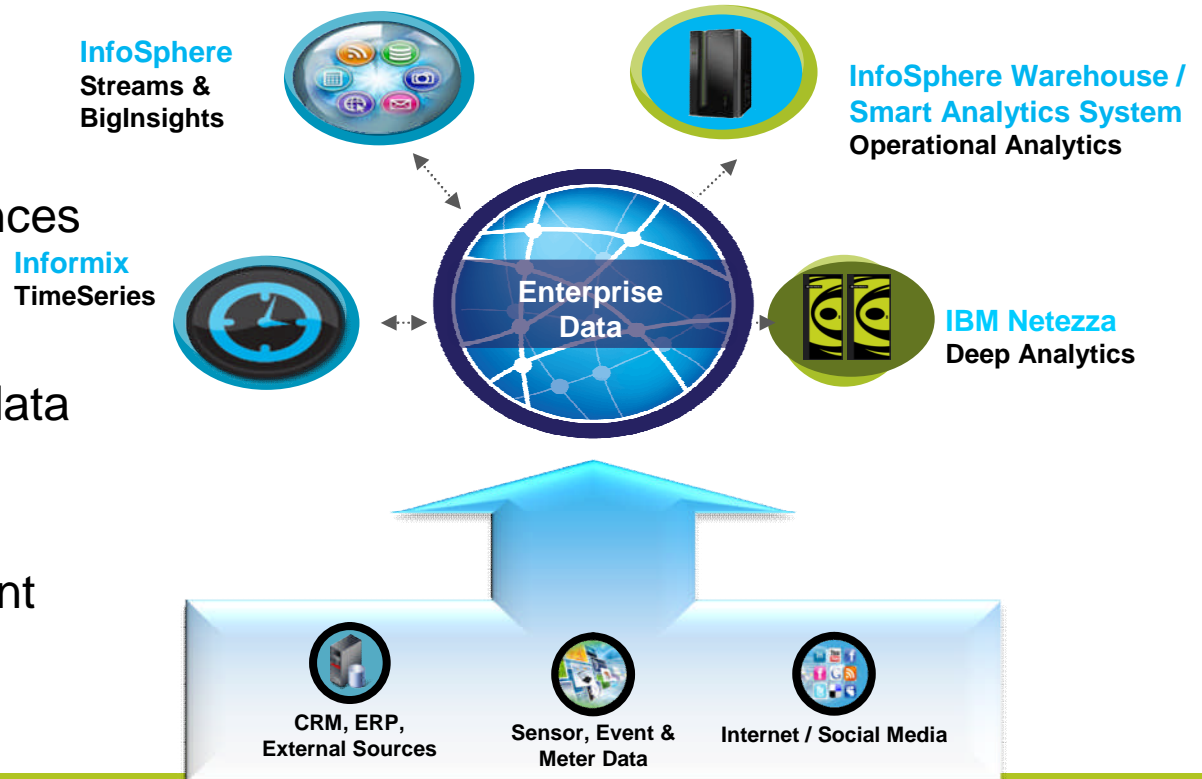
- Consolidate with appliances

- **Distribute**

- Based on workloads & data

- **Manage**

- Automate data movement



ROADSHOW 2011



# 500+ Customers Today...

## Digital Media



## Financial Services



## Government



## Health & Life Sciences



## Retail / Consumer Products



## Telecom



## Other





## *The Simple Appliance Built for Serious Analytics*

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