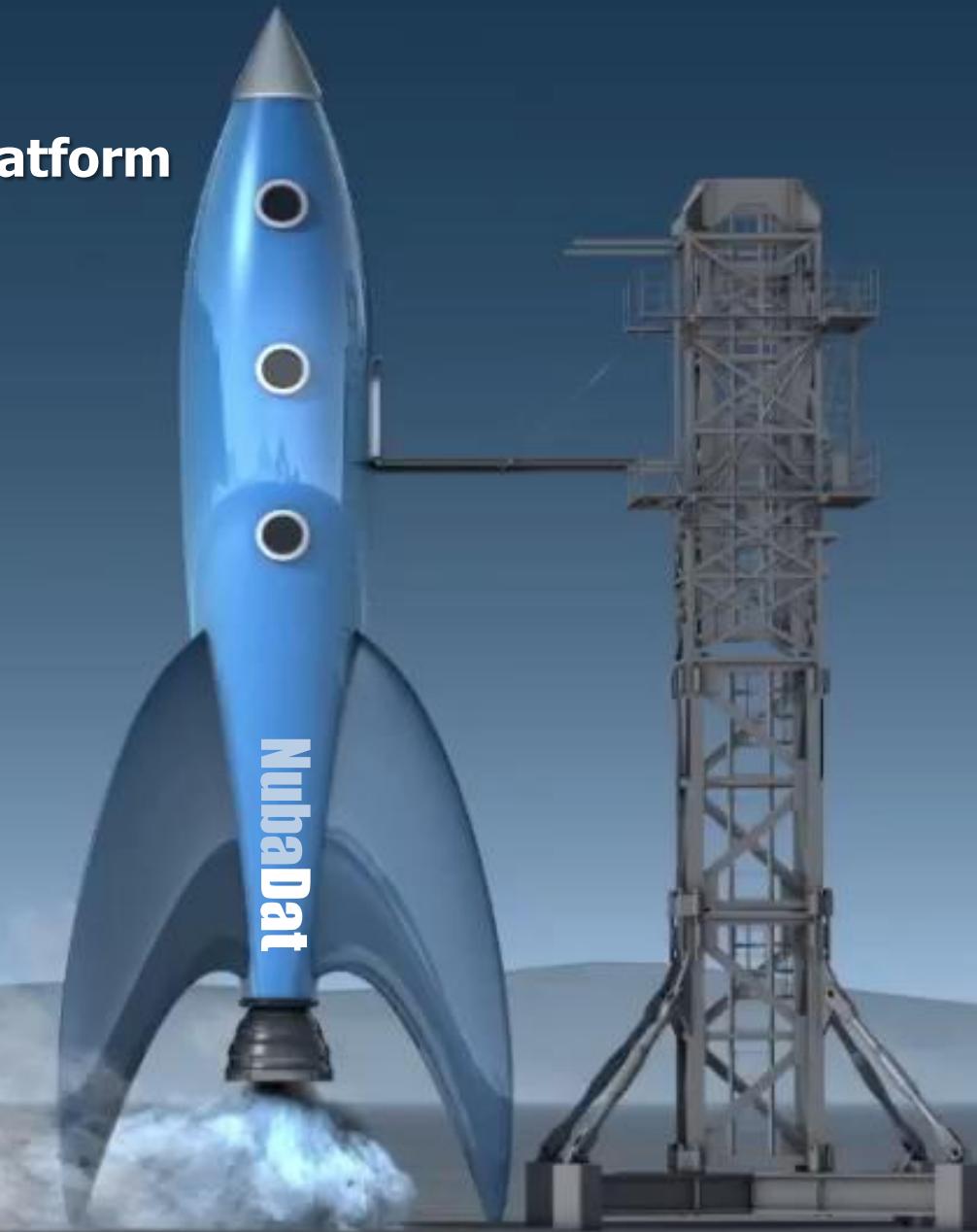


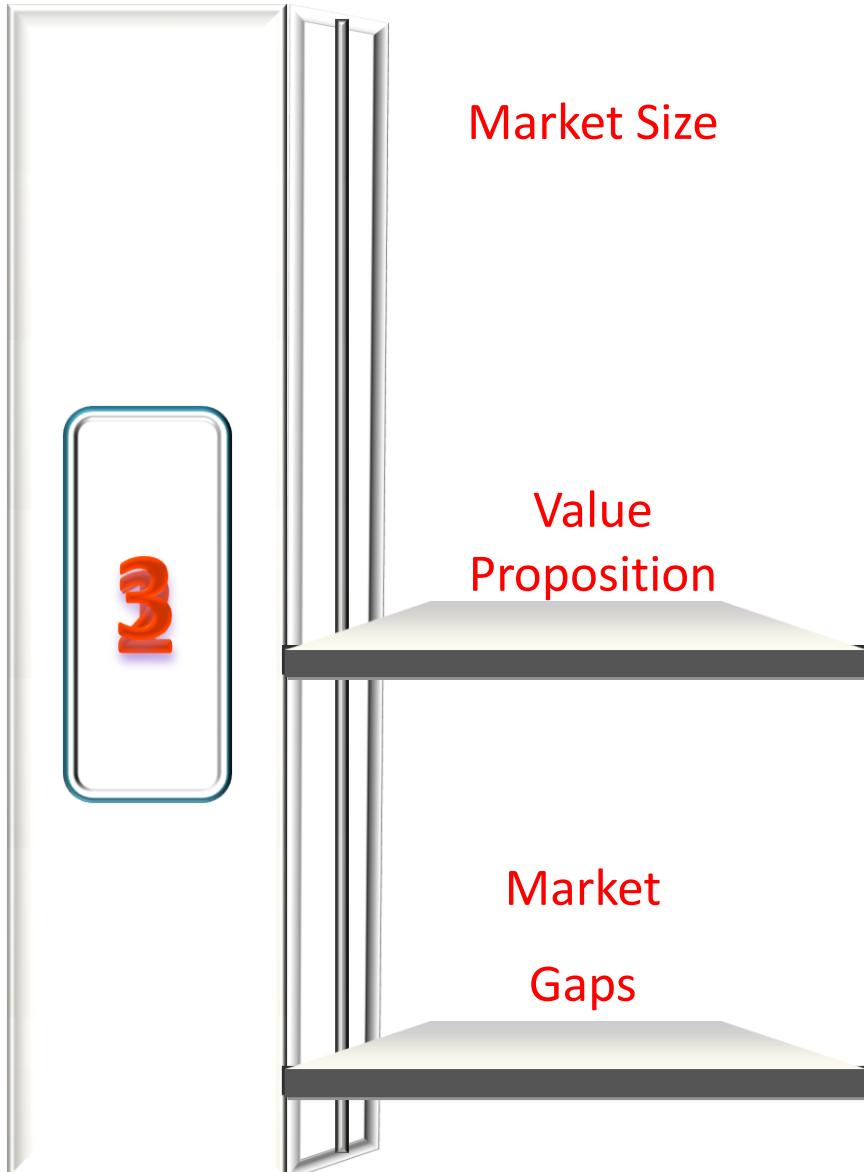
NubaDat

An Integral Cloud Big Data Platform

Ricardo Jimenez-Peris



Agenda



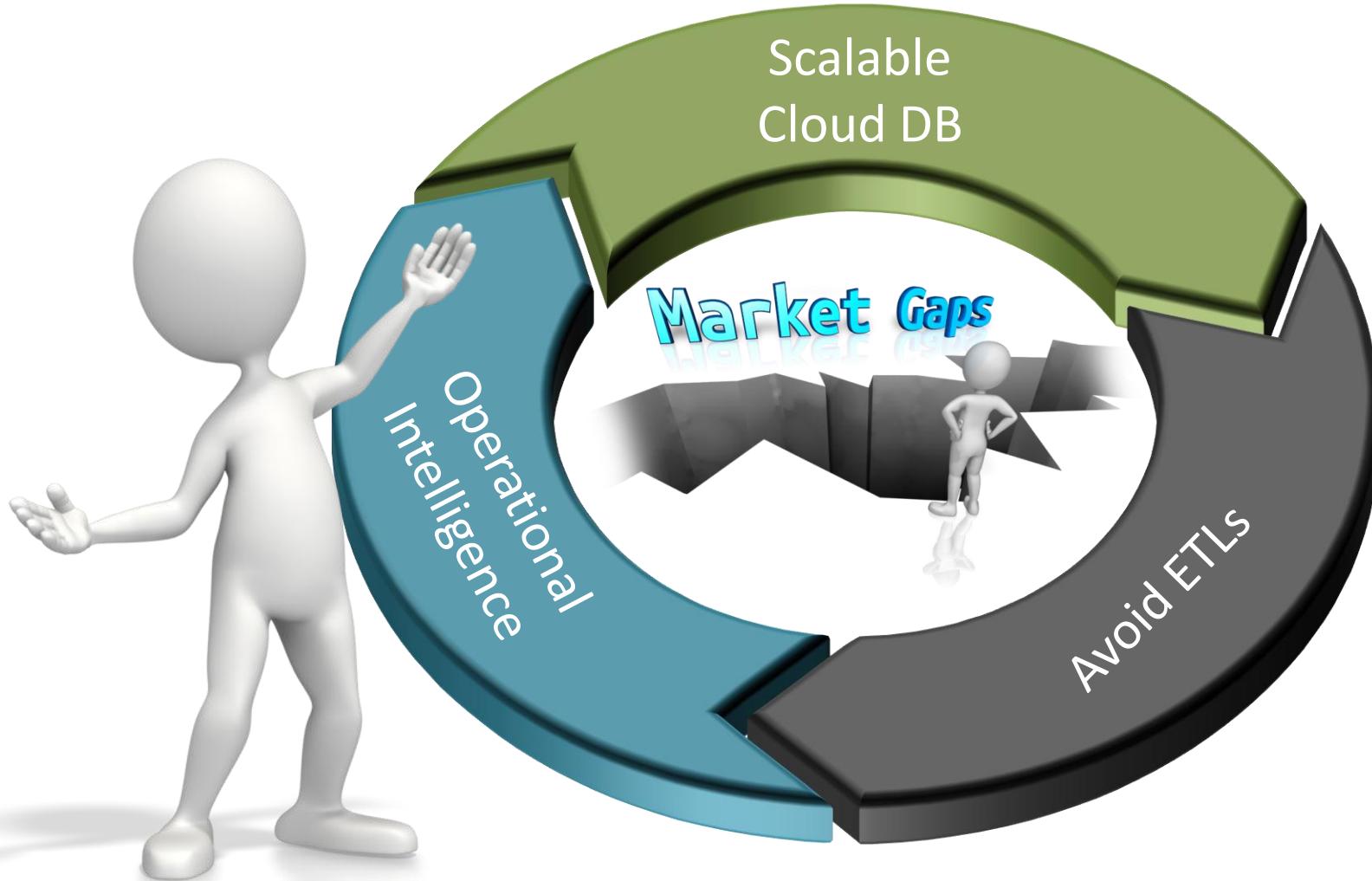
3 Market Analysis
Conclusions

2 Product Suite
Competitive Advantages

1 Big Data needs

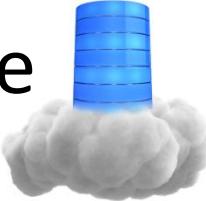
Big Data User Needs

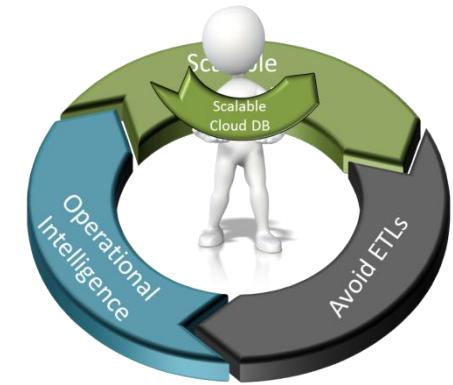
Many and varied ...



DBs do not Scale in Clouds

DB Scalability

- Context: Cloud DBs do not scale 
- Problem:
 - Use of sharding.
 - Requires modifying the application
 - High development cost.
- Need:
 - Scalable cloud DB that does not require to modify applications (transparent scalability)

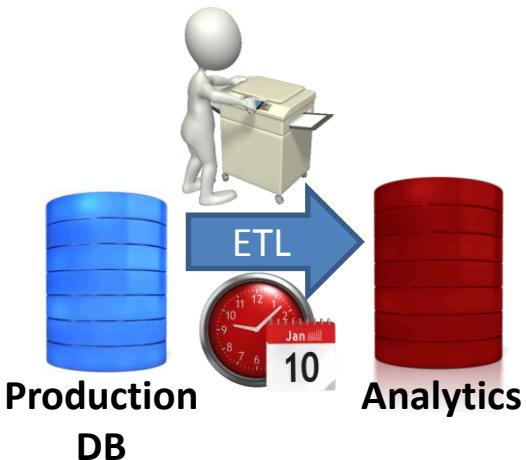


Business Analytics Today: ETLs

Avoid ETLs

- Context:
 - Companies have to update their DBs
 - But also need to do heavy analytical queries
- Problem:
 - Current BDs specialized in one of the two tasks.
 - Requires programming ETLs, planning them, planning contingencies if they do not complete.
 - Headaches, high cost.
- Need:

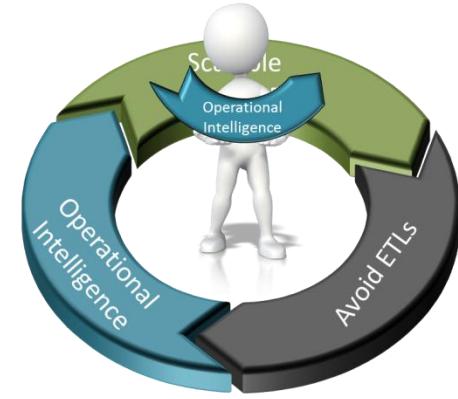
75-80% of the cost
in business analytics
is ETLs.



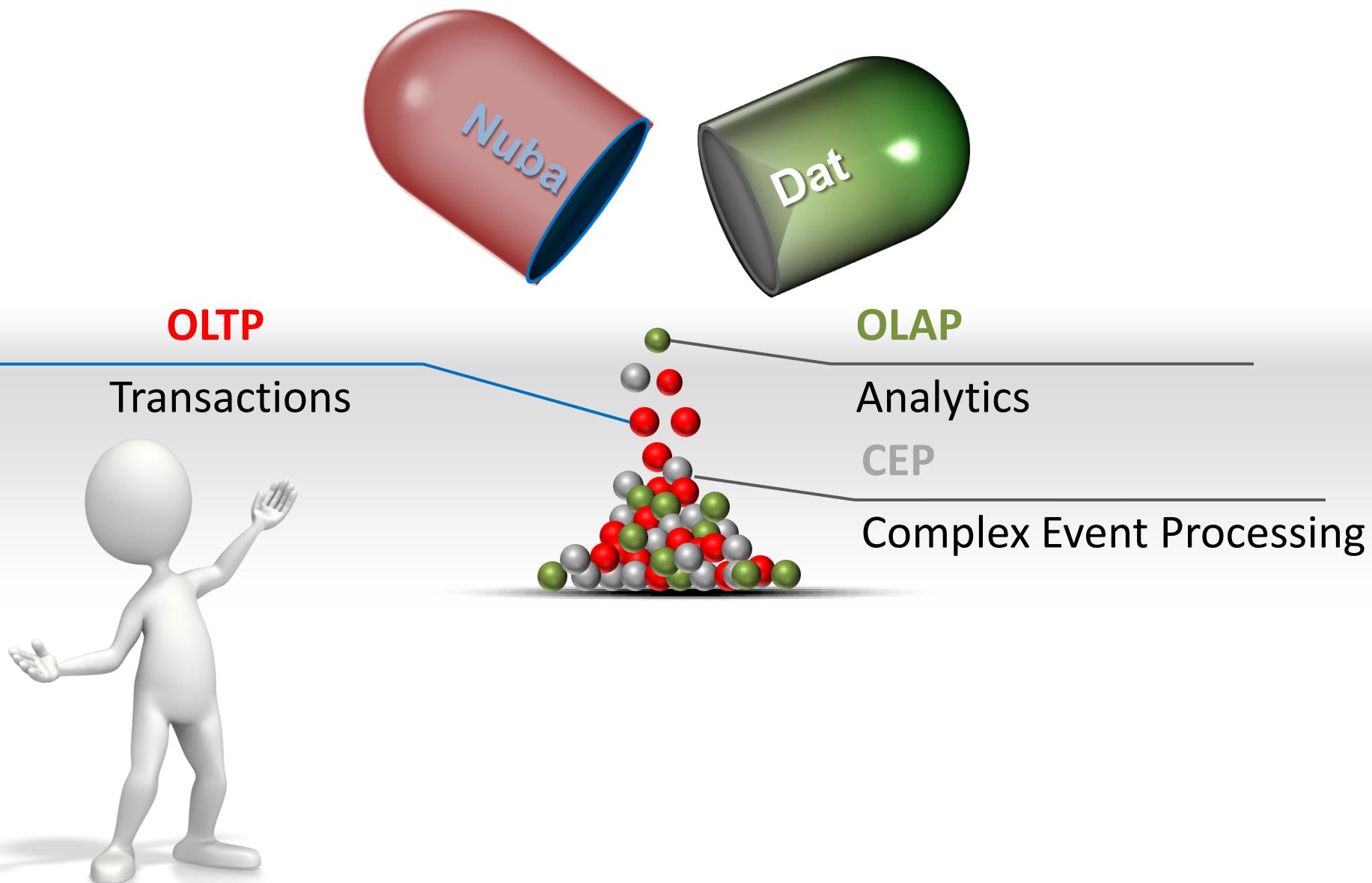
Reaction to Threats & Opportunities

Operational Intelligence

- Context:
 - Recurrent question in companies: How can I monitor my business processes to react faster to threats and opportunities.
- Problem:
 - Current infrastructure does not provide the required functionality and scalability.
- Need:
 - Management of massive events, massive updates and analytical queries.

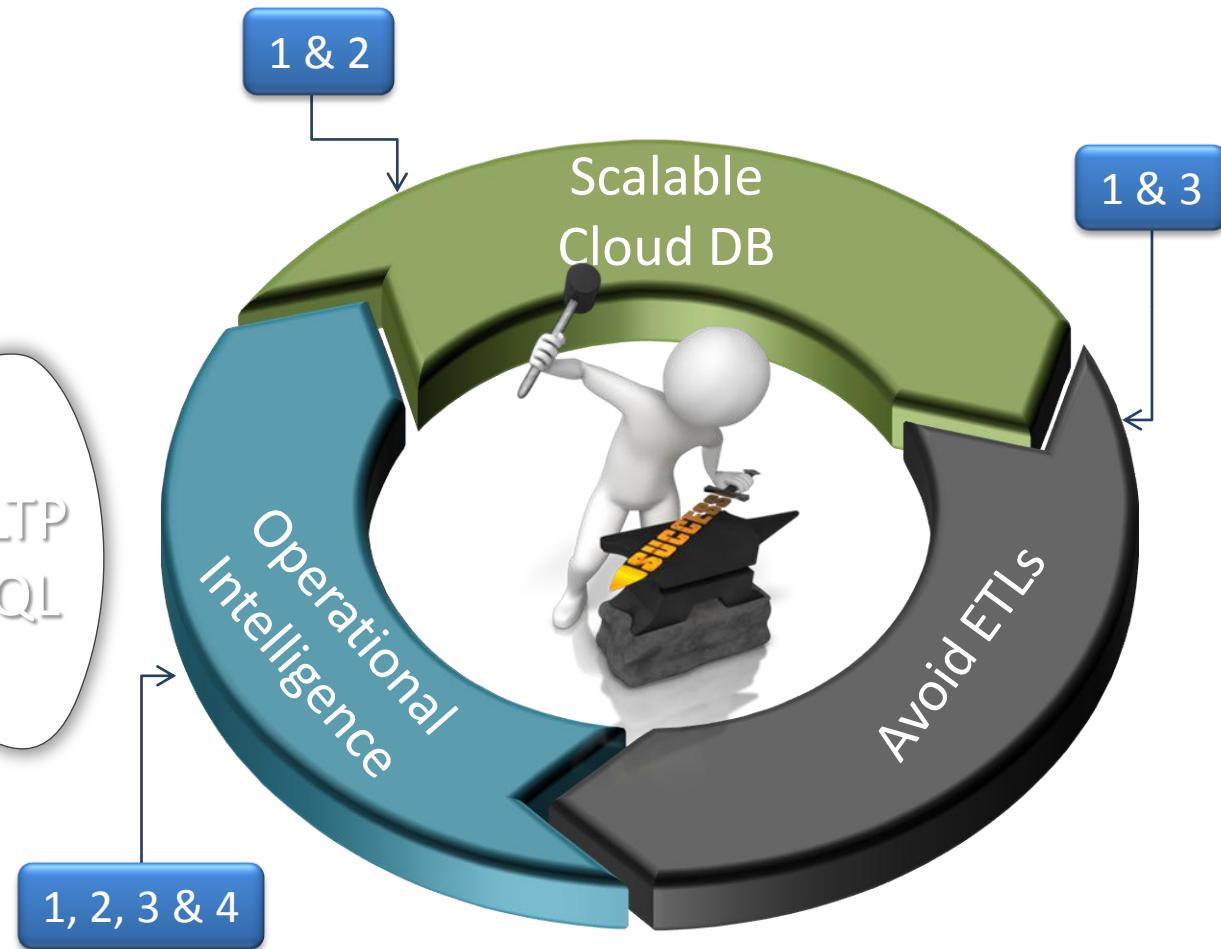
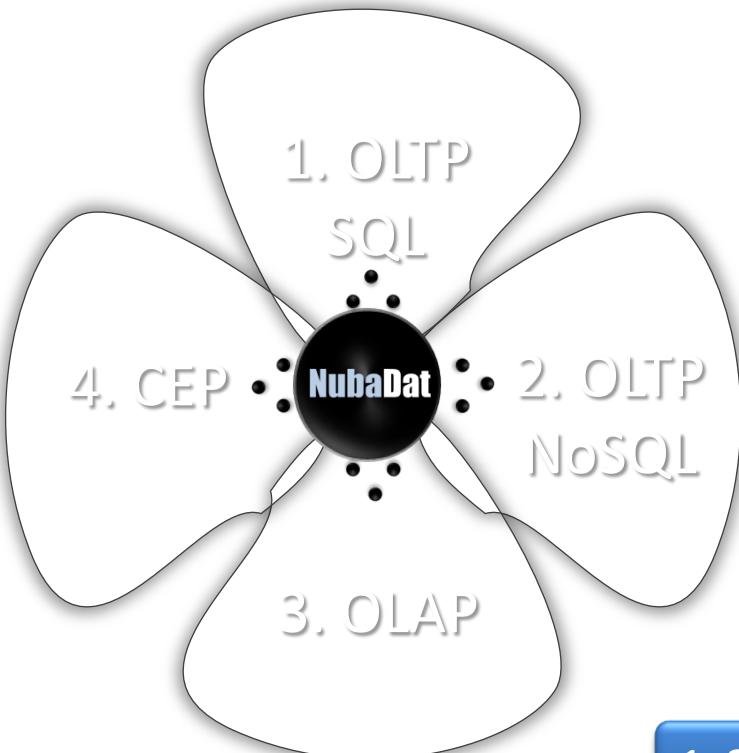


Solution: **NubaDat** Platform



Value Proposition

Product Suite



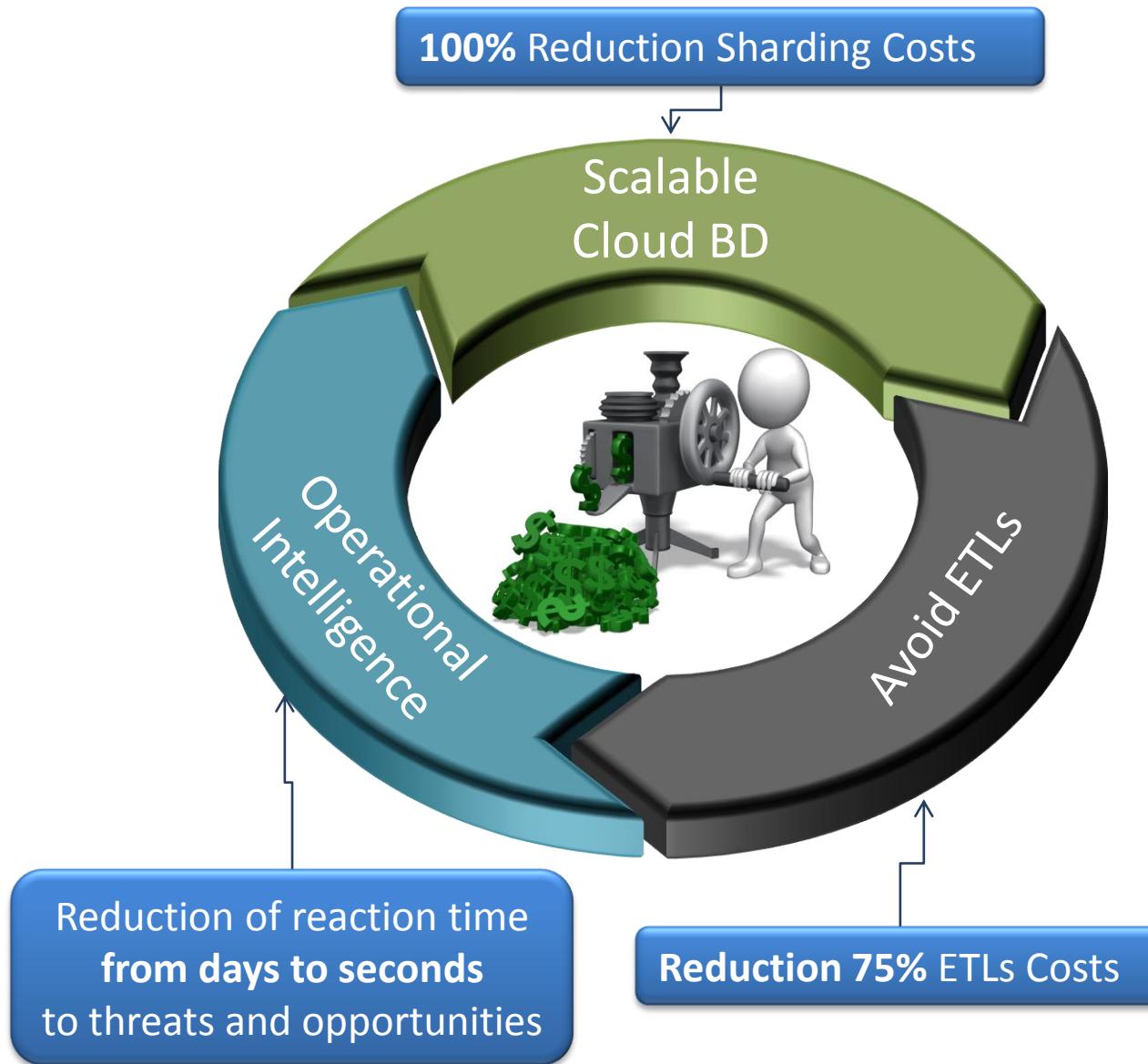
The Power of a Wink



With a wink you can express love, friendship, complicity, ...

While you wink we process your queries over TBs of data,
update your data with millions of txns &
correlate millions of events with your data

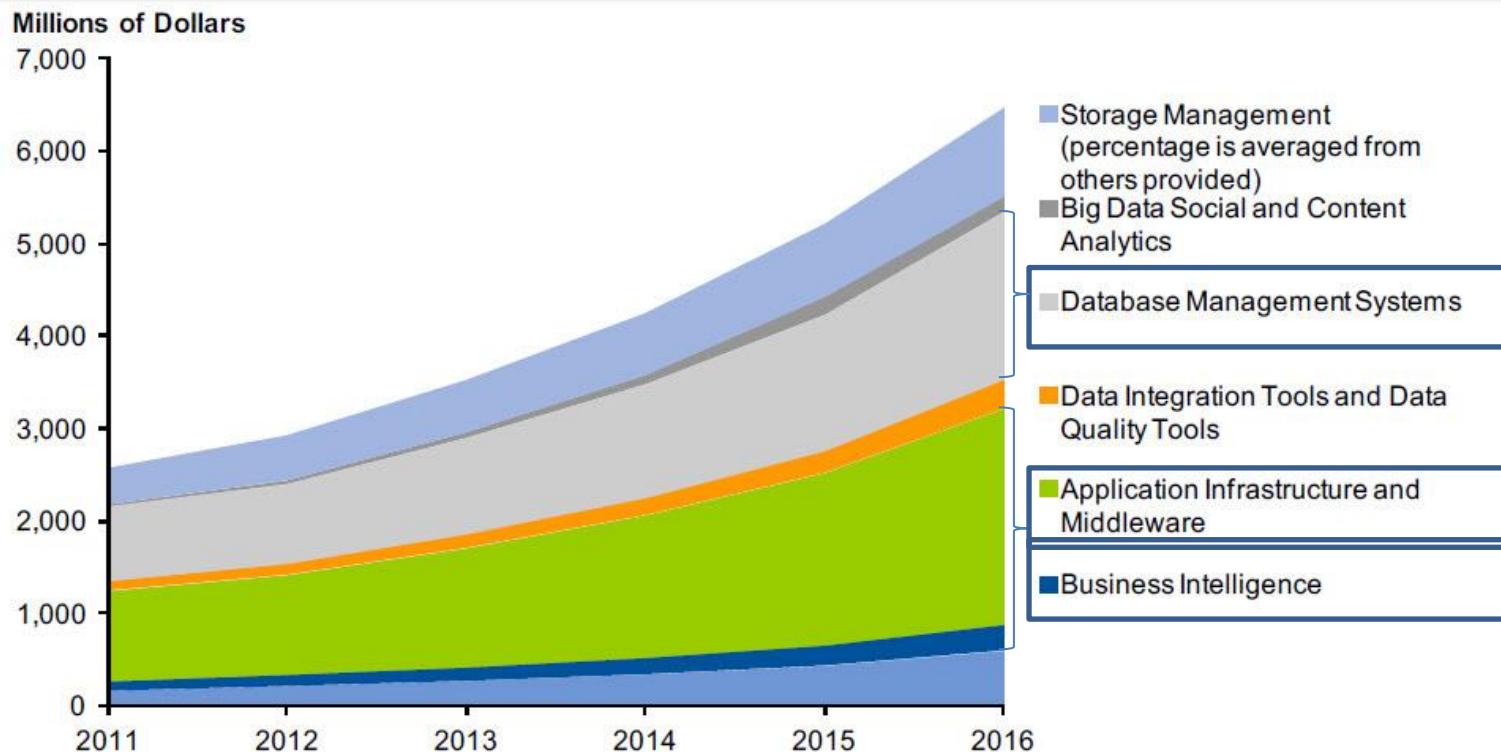
Value Proposition



Market Size and evolution

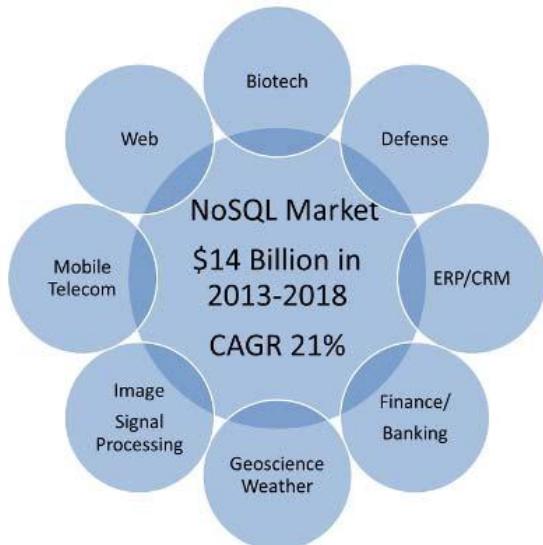


IT Spending driven by Big Data Issues, 2011-2016 Enterprise Software submarkets
(Source: Gartner Oct. 2012)



Source: Gartner (October 2012)

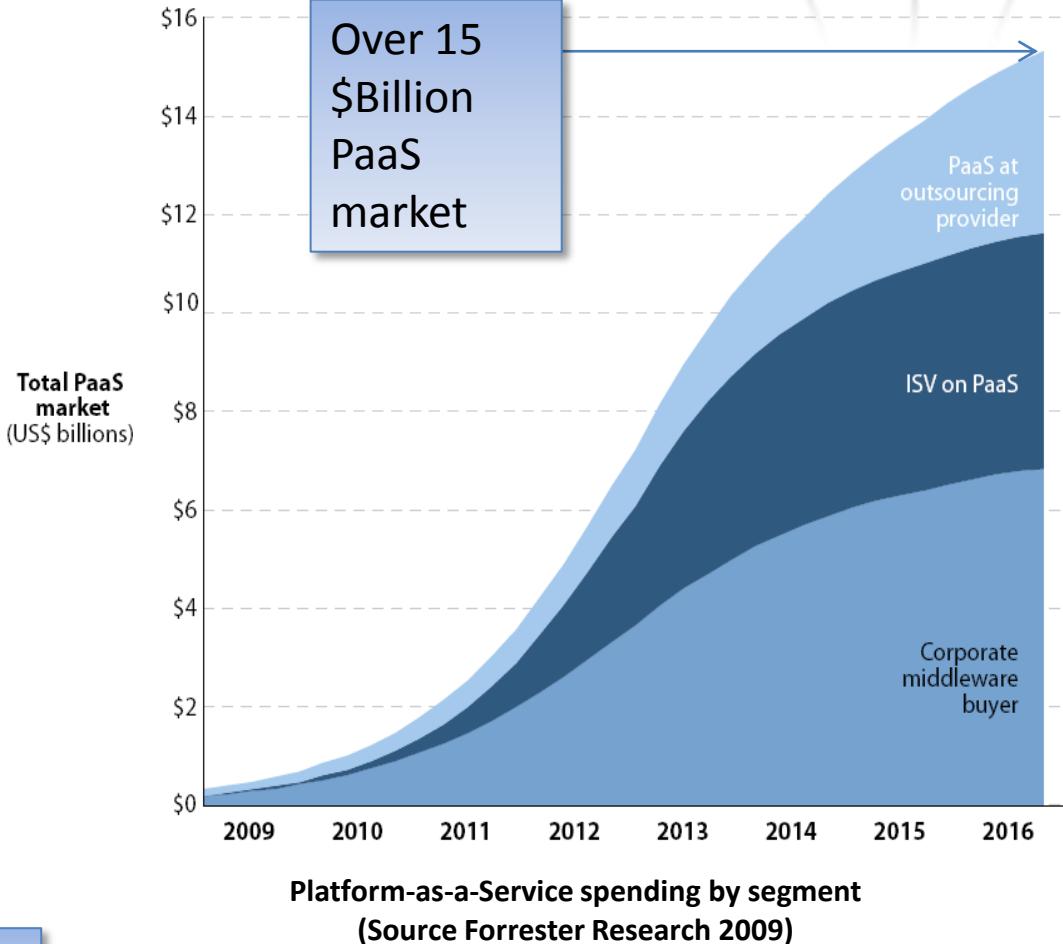
Market Size and Evolution



NoSQL Market Forecast

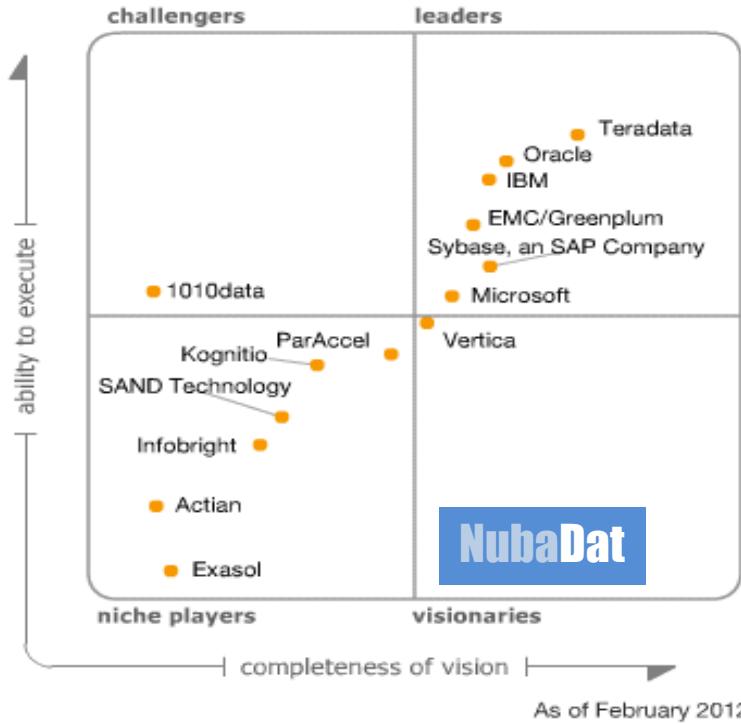
[source MarketResearchMedia – Oct. 2012]

Business Intelligence & Analytics market has reached \$12 billion in 2011. 16.4% more than 2010 [Source Gartner 2012]

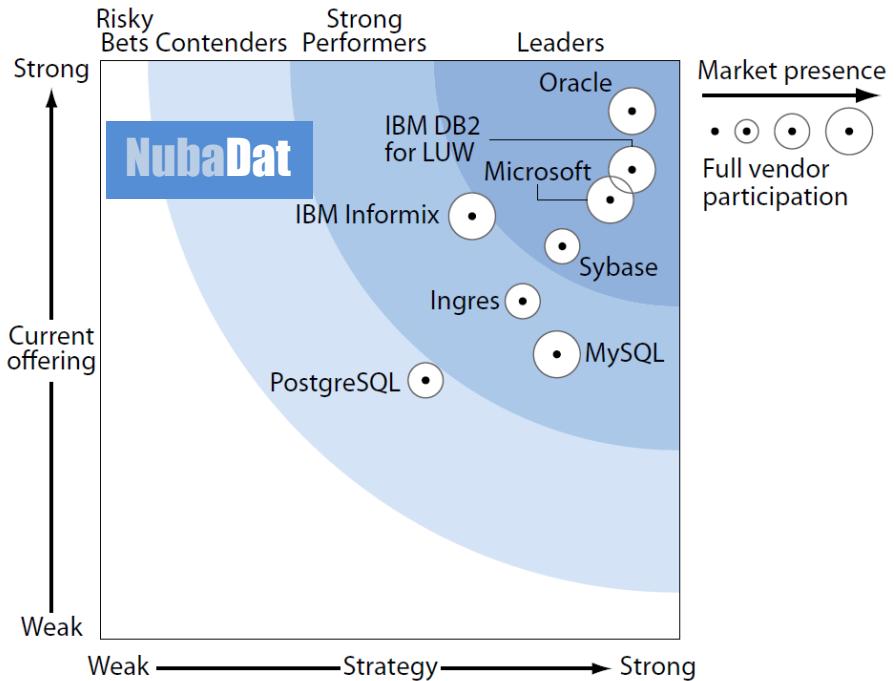


Global market about \$50 billion
Growth CAGR between 21% and 48%

Competitor Analysis



Gartner Magic Quadrant for Data Warehousing (Feb. 2012)



Forrester Wave™: Enterprise Database Management Systems, Q2 '09

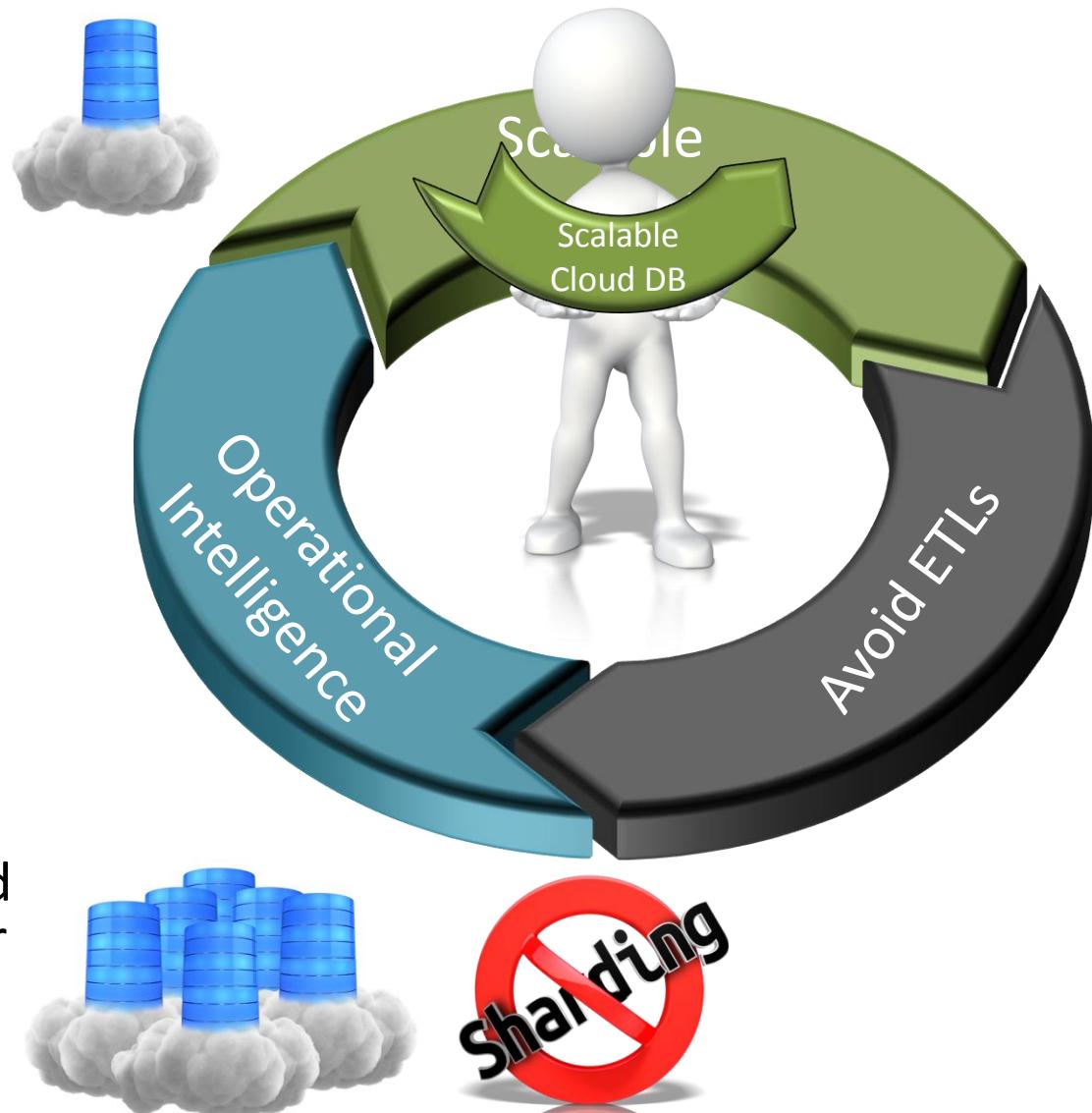
Questions



Las BDs no Escalan en Clouds

Escalabilidad BDs

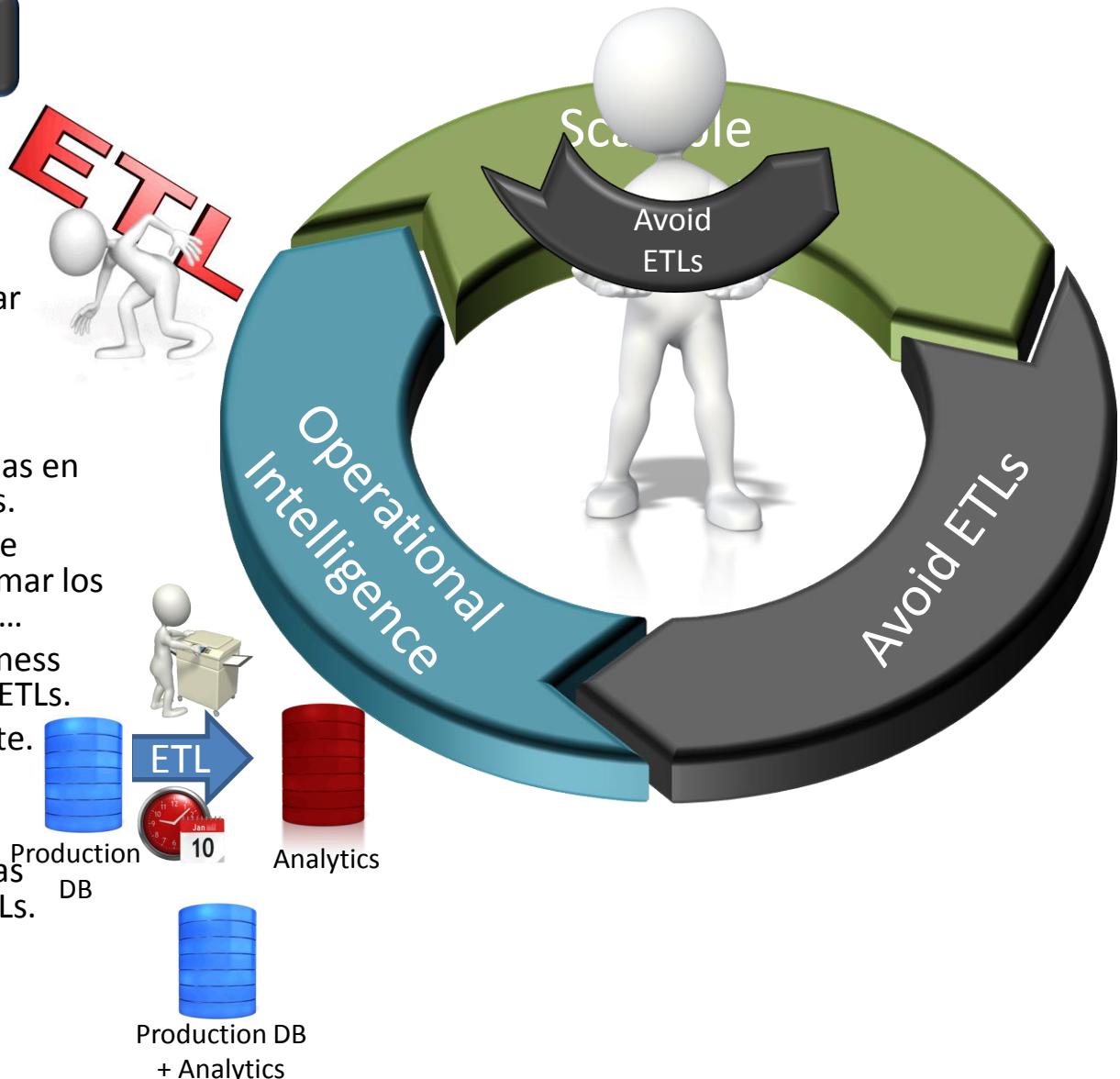
- Contexto: Las bases de datos en cloud no escalan
- Problema:
 - Emplean sharding.
 - Hay que modificar substancialmente la aplicación
 - Alto coste de desarrollo.
- Necesidad:
 - BD escalable en cloud sin requerir modificar las aplicaciones



Business Analytics hoy: ETLs

Evitar ETLs

- Contexto:
 - Las empresas necesitan mantener en su BDs las actualizaciones.
 - También necesitan realizar consultas analíticas muy pesadas.
- Problema:
 - BDs actuales especializadas en sólo una de las dos tareas.
 - Requiere copiar la base de datos, planificar y programar los procesos de copia (ETLs),...
 - 75-80% del coste de business analíticas lo suponen los ETLs.
 - Dolor de cabeza, alto coste.
- Necesidad:
 - BD capaz de procesar actualizaciones y consultas analíticas evitando los ETLs.



Reacción a Amenazas y Oportunidades

Inteligencia Operacional

- Contexto:
 - Pregunta recurrente en empresas: cómo monitorizar sus procesos de negocio y reaccionar más rápido a amenazas y oportunidades.
- Problema:
 - La infraestructura actual no da la funcionalidad y escalabilidad requerida.
- Necesidad:
 - Gestión de eventos masivos, datos masivos y consultas analíticas.

