

The Briefing Room

Welcome



Host:
Eric Kavanagh

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Mission

- Reveal the essential characteristics of enterprise software, good and bad
- Provide a forum for detailed analysis of today's innovative technologies
- Give vendors a chance to explain their product to savvy analysts
- Allow audience members to pose serious questions... and get answers!

FEBRUARY: Analytics

March: OPERATIONAL INTELLIGENCE

April: INTELLIGENCE

May: INTEGRATION

Analytics



DISCOVER

INVESTIGATE

IMPROVE

Analyst: Colin White



Colin White is the president of DataBase Associates Inc. and founder of BI Research. He is well known for his in-depth knowledge of data management, information integration, and business intelligence technologies and how they can be used for building the smart and agile business. With many years of IT experience, he has consulted for dozens of companies throughout the world and is a frequent speaker at leading IT events. Colin has written numerous articles and papers, and for ten years he was the conference chair of the DCI and Shared Insights Portals, Content Management, and Collaboration conference.

Composite Software

- Composite offers an enterprise class data virtualization platform
- It takes a data virtualization approach to the data integration problem, eliminating the need for replication and consolidation
- Data virtualization provides an agile, relatively low cost solution with rapid deployment and quick iterations



Bob Eve

Bob Eve has been Composite Software's EVP of Marketing since 2006. While at Composite, Bob helped define the Data Virtualization category and position Composite as the gold standard in that market. Prior to Composite, Bob held executive level marketing and business development roles at leading enterprise software companies such as Informatica, Mercury Interactive, PeopleSoft, and Oracle. Bob holds a MS degree in Management from the Massachusetts Institute of Technology and a BS degree in Business Administration from the University of California at Berkeley.



COMPOSITE
— SOFTWARE —



Empowering the Business with Agile Analytics

Composite Software

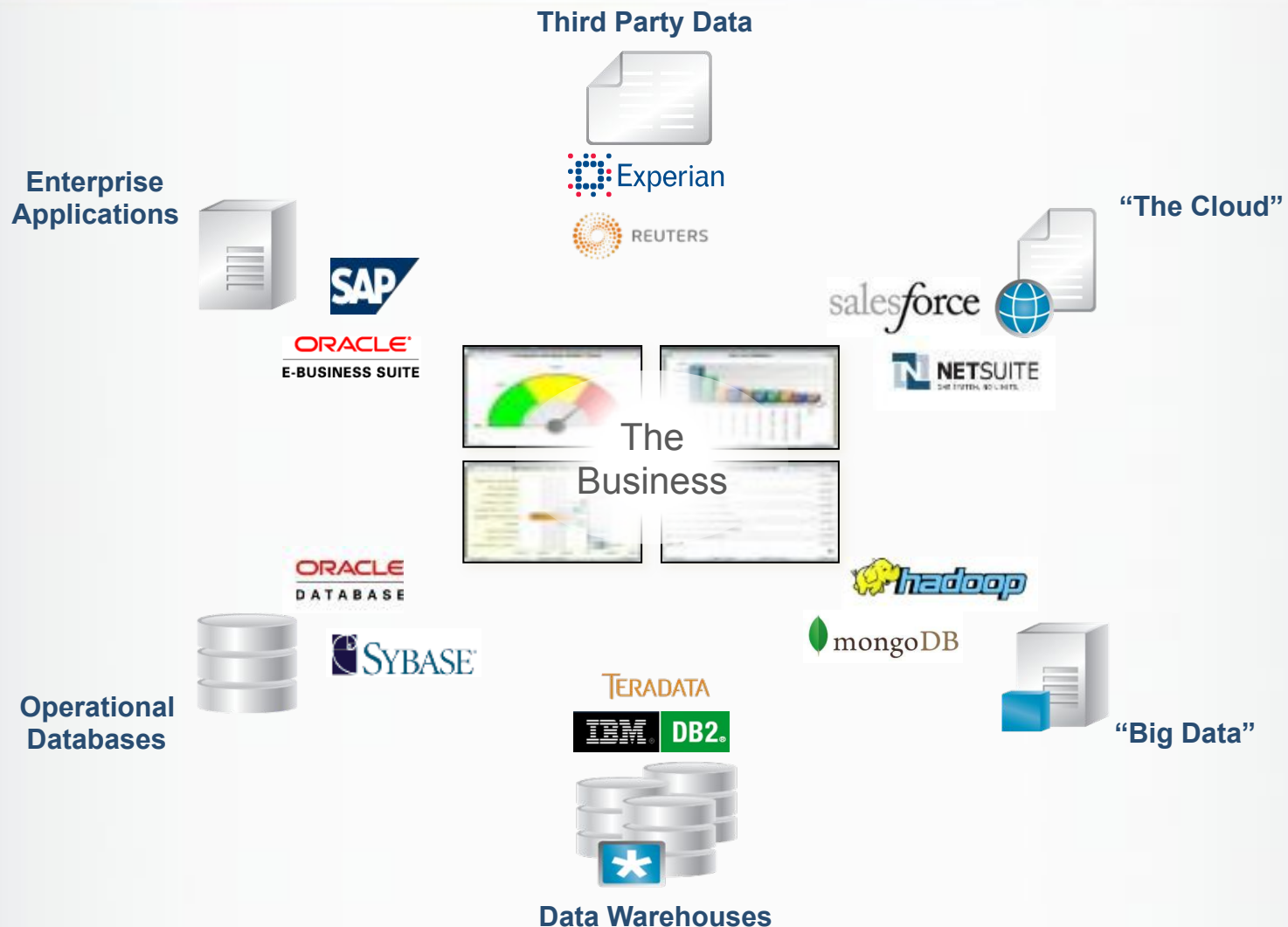
February 2013

Introduction To Composite Software

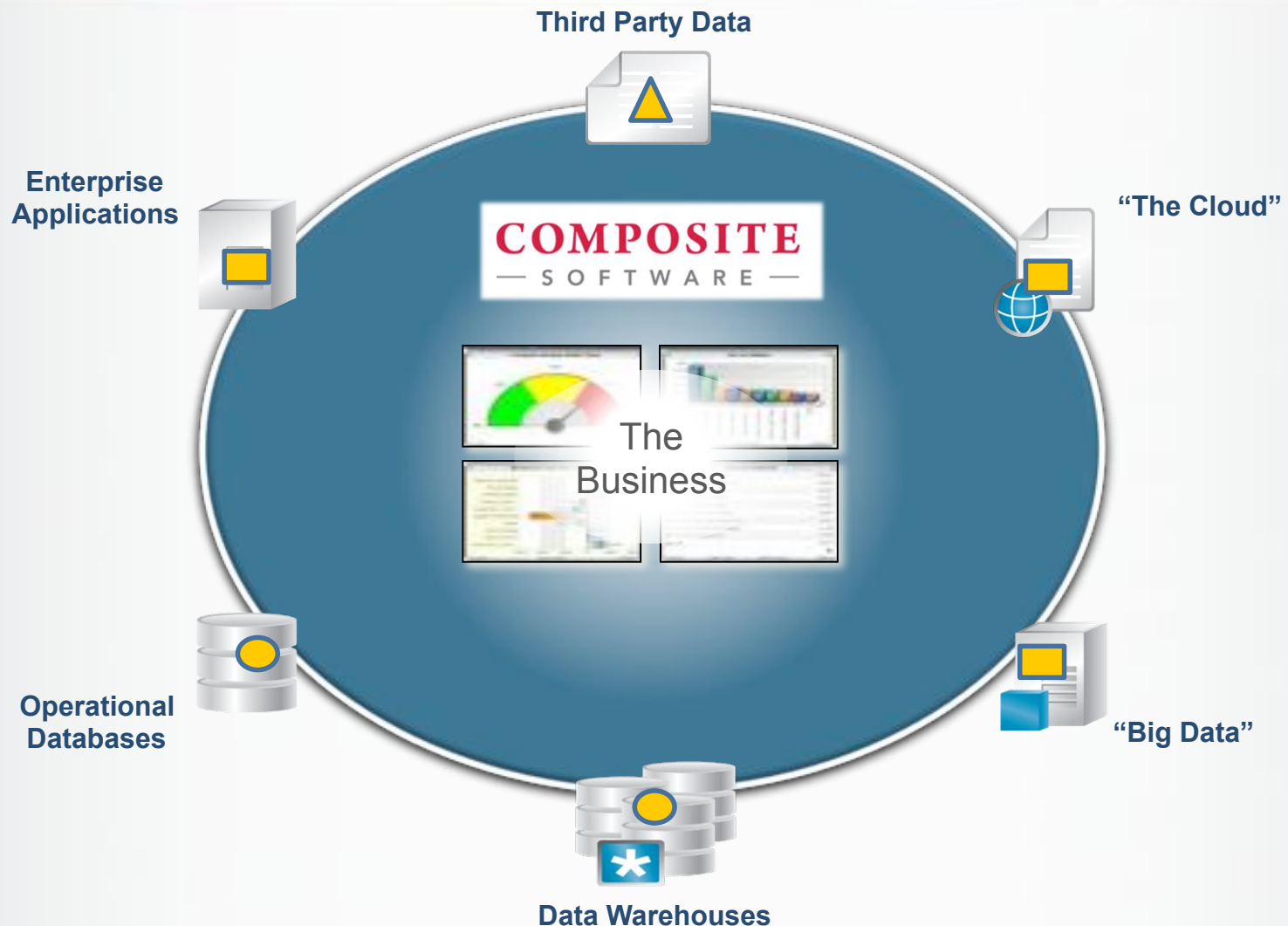
Why Data Virtualization Exists



Why Data Virtualization Exists



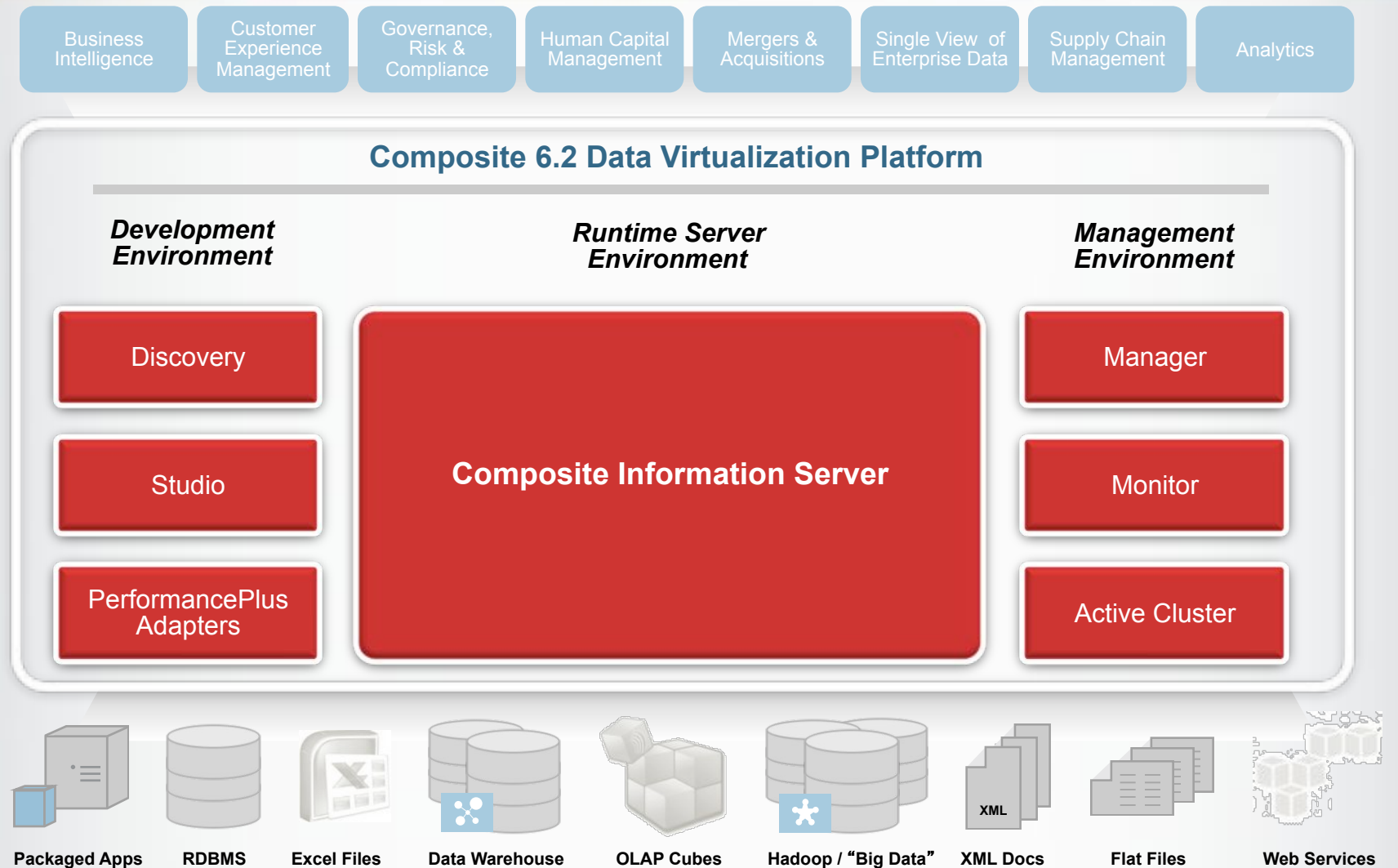
Take Big Advantage of Your Data



Composite Leads the Data Virtualization Market

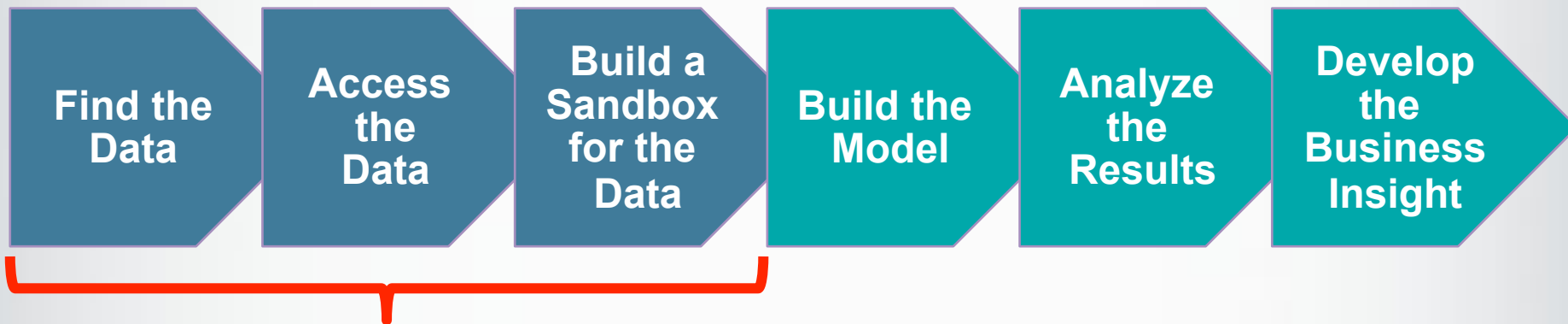


Composite Provides a Complete Solution



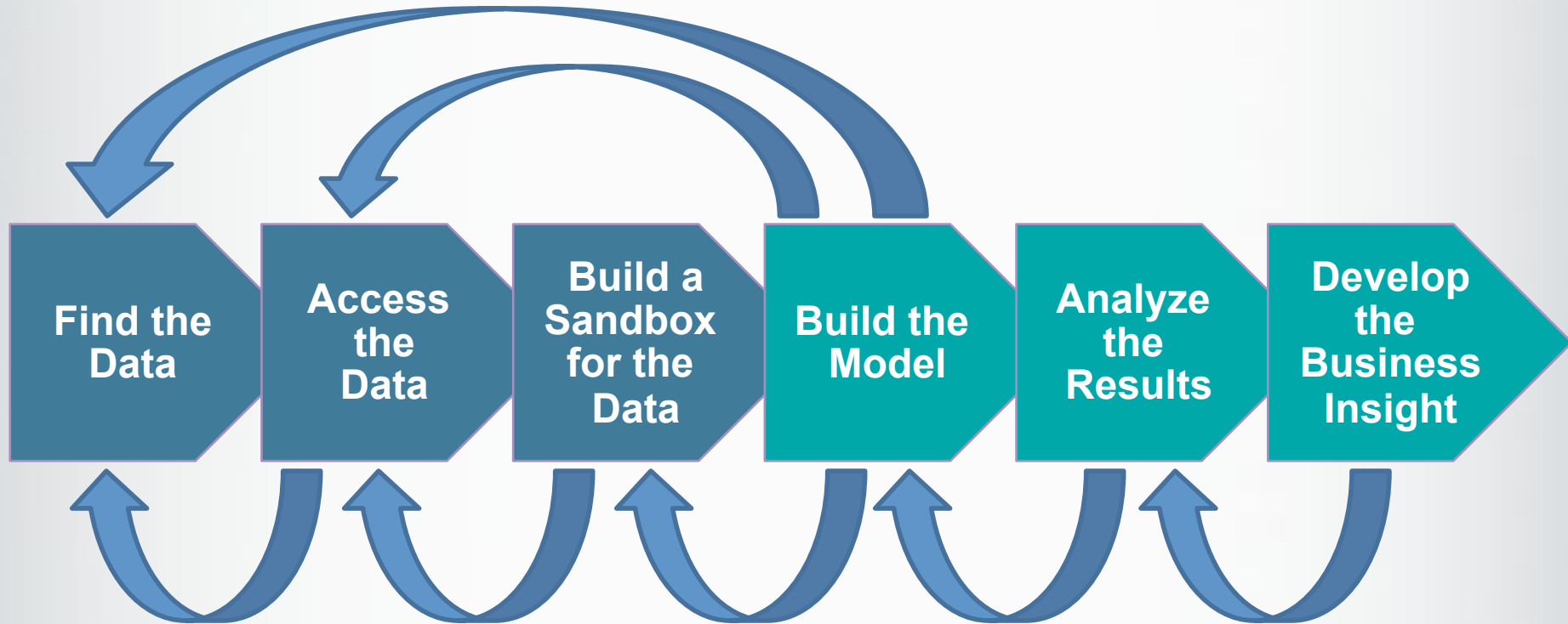
Empowering the Business

The Analyst's “Data Problem”

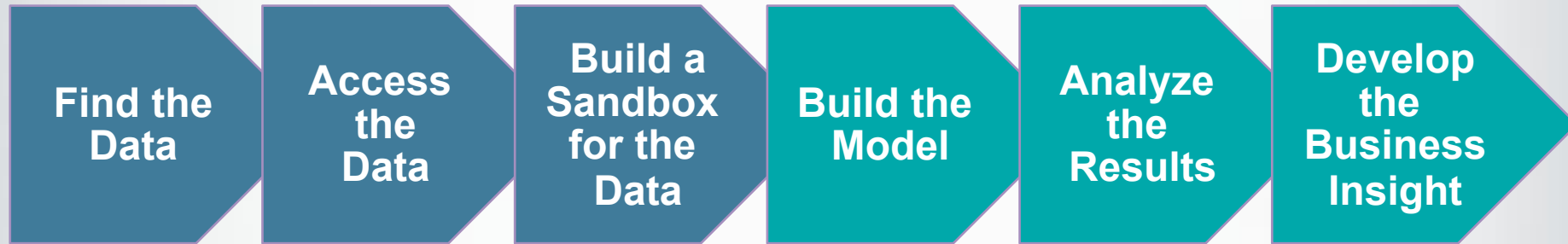


“Analysts spend more than half their time pulling together their data”

Iterate, Iterate, Iterate..... Agility Is Critical



Addressing the Analyst's Data Problem



- Identify local, enterprise and external data sources
- Flexibly group, sort and search sources
- Connect various source data types and data shapes
- Explore live data
- Create a unified data model
- Filter, transform and aggregate data sets
- Selectively materialize into sandbox host

Analytic Sandbox – Agility with Self-Service

Power Analytics / Mining



Traditional BI



Visualization



Analytic Sandbox

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— SOFTWARE —

- Agility
- Self-service
- One-off analysis
- Local control



Third Party
Data

Analytic Stores
& Sandboxes

Transactional &
Operational Stores

Data Warehouses
& Marts

Enterprise
Applications

SaaS
Applications

“Big” Data
& NoSQL

Analytic Data Hub – Agility and Self-Service with Scalable Governance and Reuse

Power Analytics / Mining



Traditional BI



Visualization



- Agility
- Self-service
- Sharing and reuse
- Repetitive analysis
- Central control

Analytic Data Hub

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Experian

NETEZZA

ORACLE
DATABASE

TERADATA

SAP

salesforce

hadoop

REUTERS

ORACLE
EXADATA

SYBASE

IBM DB2

ORACLE
E-BUSINESS SUITE

NETSUITE

Couchbase

Third Party
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Analytic Stores
& Sandboxes

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Data Warehouses
& Marts

Enterprise
Applications

SaaS
Applications

“Big” Data
& NoSQL

Benefits

- **Faster time to analysis**
 - Simplify access to enterprise and local data
 - Accelerate insight and business impact
- **Self-service data integration**
 - Empower users
 - Rebalance central and shadow IT
- **Improved data consistency and quality**
 - Promote reuse of proven datasets
 - Share data integration logic across analytic tools

COMPETITIVE ADVANTAGE:

Gain More Insights By Leveraging All Your Data



***\$21M in Services
Upsell Revenue***



Sony
Entertainment
Network

***\$9M Increase in
PlayStation Revenue***

AGILITY:

Respond Faster To Ever Changing Analytics Needs



***“Hours or Days,
Not Weeks or Months...
That’s Agility!”***



***“10 Times Faster Response to
Executive Information
Requests”***

COST REDUCTION:

Save 50-75% Over Data Replication And Consolidation



Northern Trust

“Spent 80% Less”



NYSE Euronext

“\$4.5M in savings on first project”

Q and A

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*THE BIG DATA ADVANTAGE:
TAKE BIG ADVANTAGE OF YOUR DATA*

Perceptions & Questions



Analyst:
Colin White

Empowering the Business With Agile Analytics

*Colin White
President, BI Research
Briefing Room with Composite Software
February 2013*



The Evolution of Digital Data and Analytics

First
OLTP
systems

Early
decision support
products

First
commercial
RDBMSs

Early
data
warehousing

Big data
& advanced
analytics

1960

1970

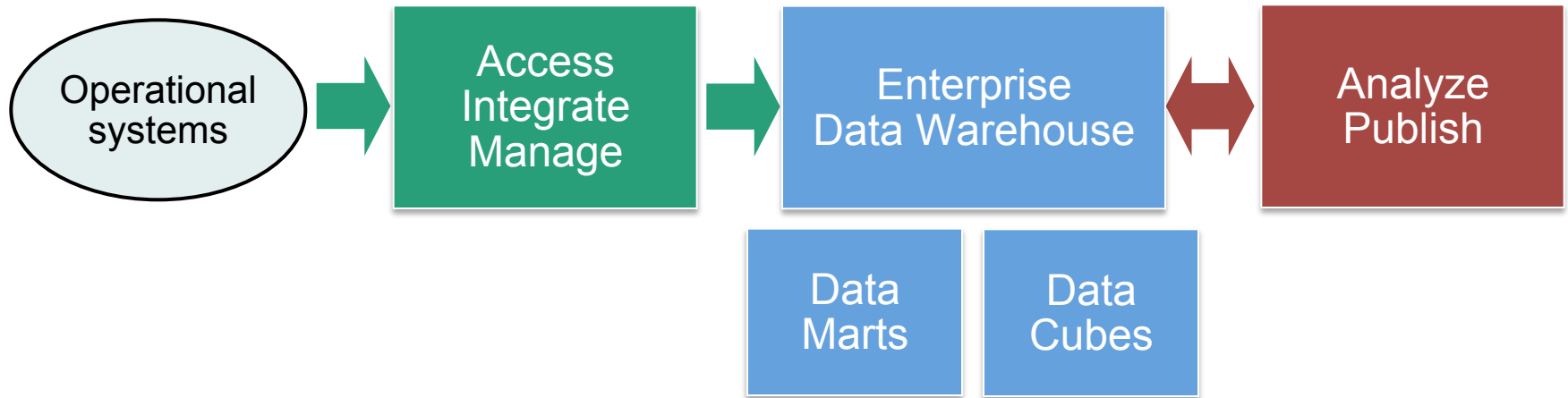
1980

1990

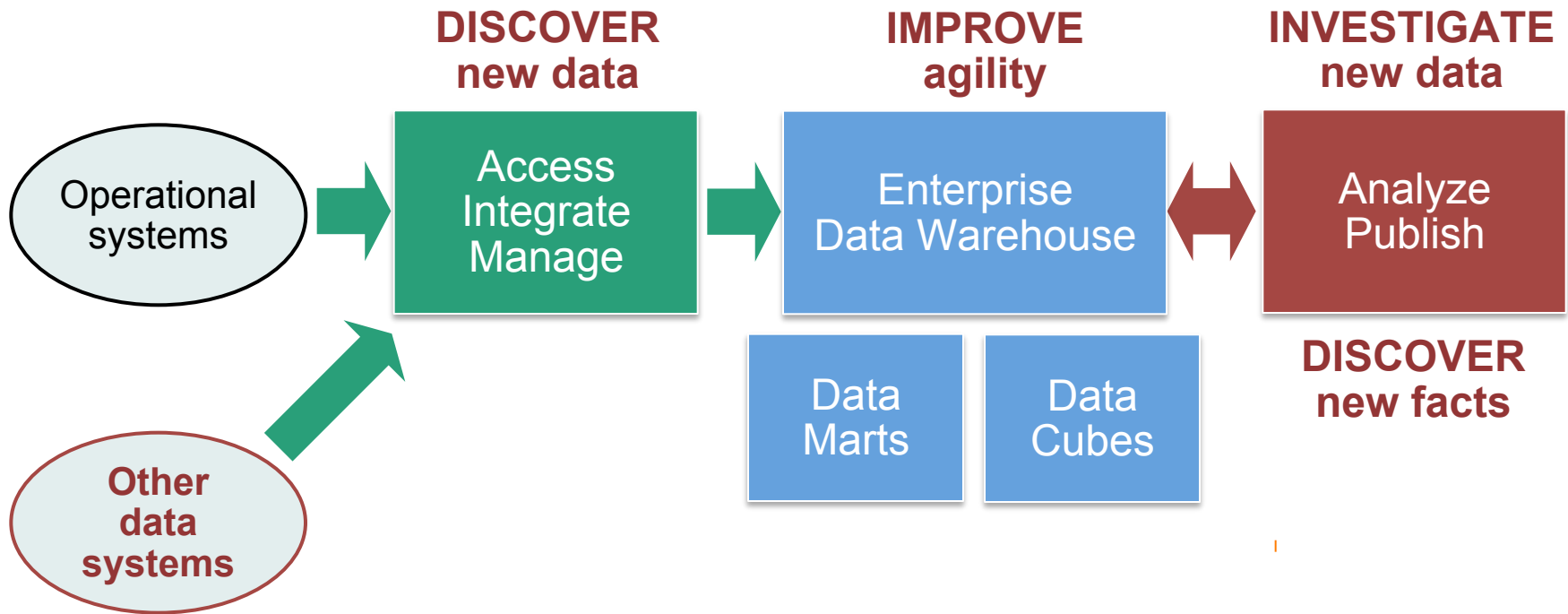
2013



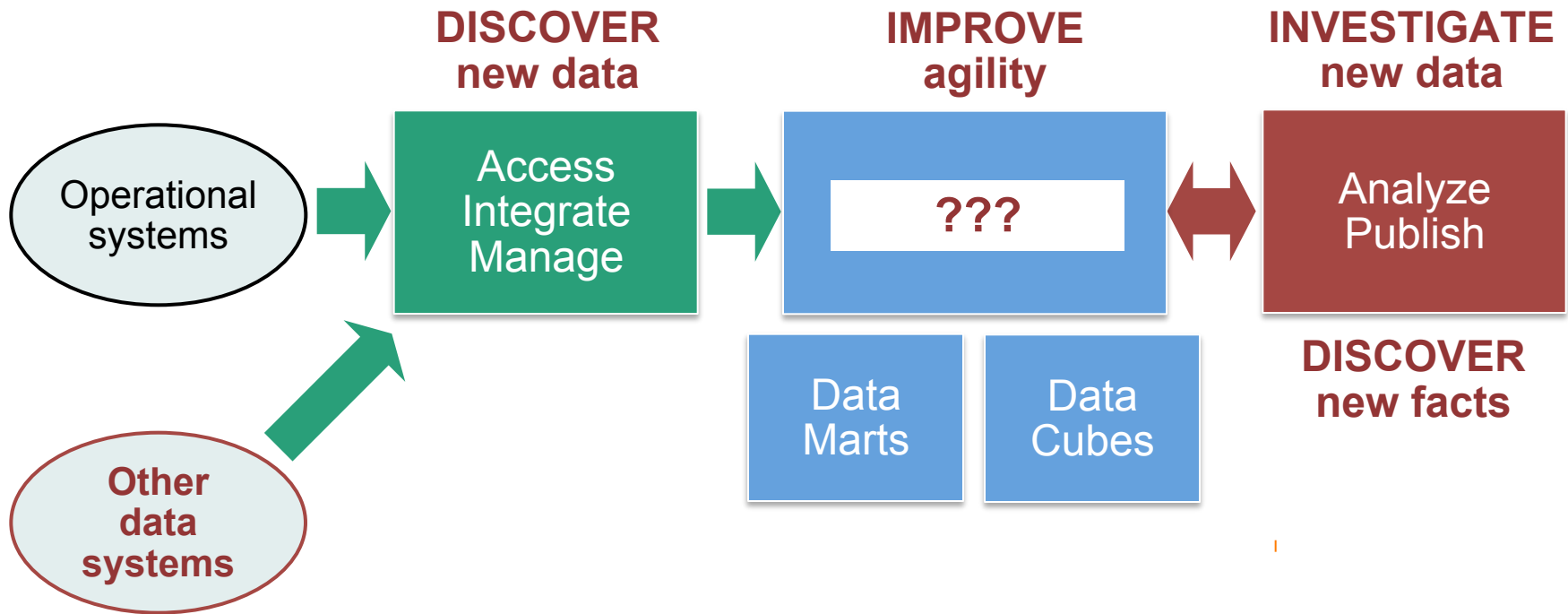
Analytics Supply Chain: Traditional DW



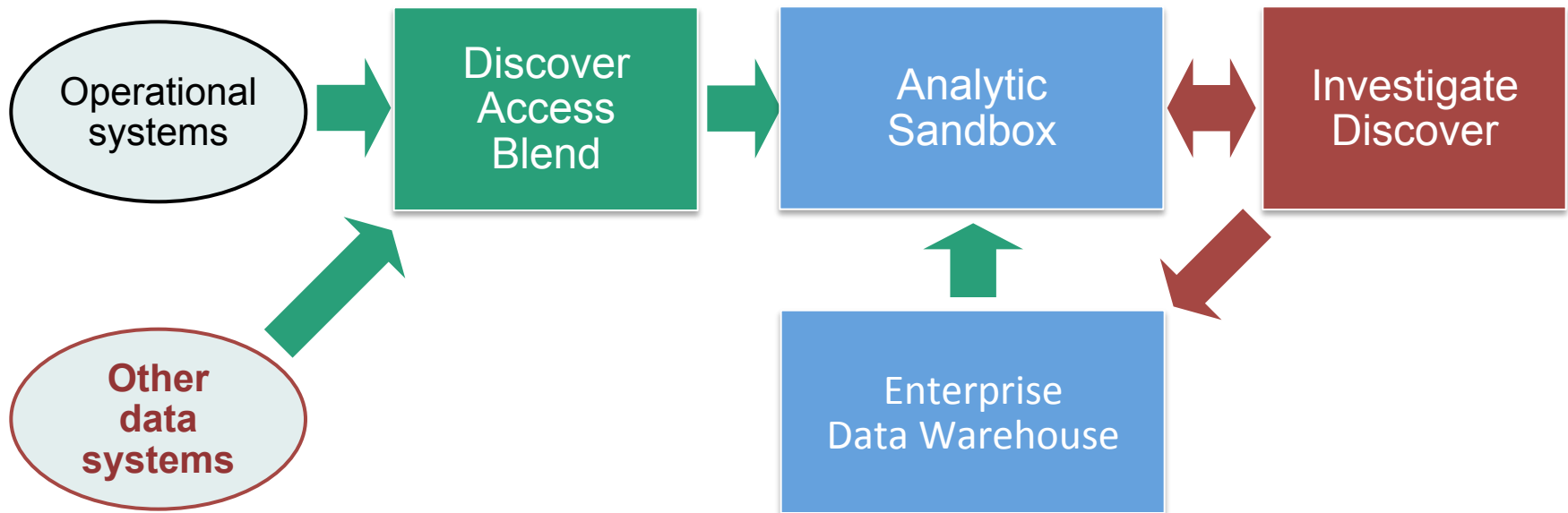
Extending the Traditional DW



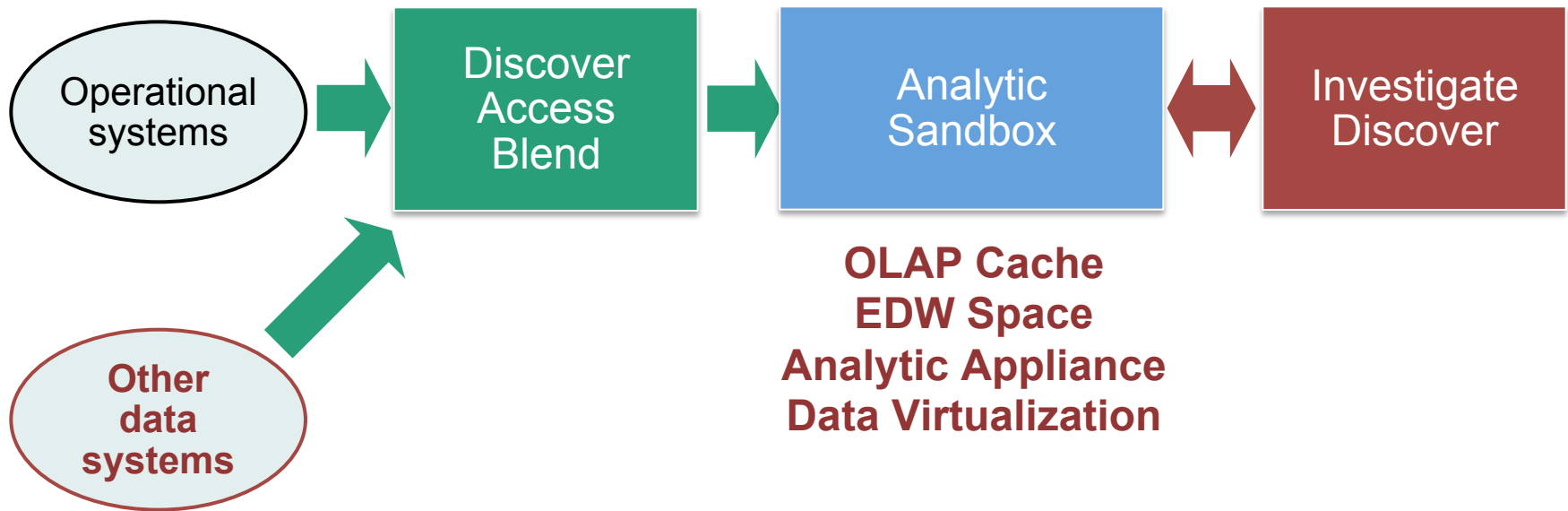
Extending the Traditional DW - 2



Extending the Traditional DW - 3



Analytic Sandbox: Several Options



Questions



1. Data virtualization is a term that has existed for several years, but many customers are still confused about its role in data integration. Do you feel that we have now reached the stage where this approach is starting to gain traction?
2. Many people still view data virtualization as a way of creating a virtual data warehouse even though this latter term is somewhat discredited. What are your views on this?
3. Composite is steadily increasing its support for a variety of different data sources. Are there data sources that dominate customer usage? What about big data?

Questions

4. Your presentation talks about agile analytics and data sand boxes. Do you see this as a parallel effort to traditional BI and analytics workflow? Is it similar to the concept of using data exploration and discovery prior to data warehouse design? How does this relate to search approaches? How many of your customers are using this agile approach? Do you see these sand boxes becoming production systems or are they simply a rapid way of designing a DW?
5. What is the difference between the virtualization capabilities in Composite and those provided by BI vendors such as Tableau and Qlikview? What about products such as SAP HANA which are also promoting the concept of data virtualization?
6. What are the limitations of data virtualization? Where do you see this field going next? How can people get educated about data virtualization?



Upcoming Topics

This month: *Analytics*

March: *Operational Intelligence*

April: *Intelligence*

May: *Integration*

www.insideanalysis.com



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