

Sybase® IQ In-Database Analytics Option

Take your advanced analytics environment to new levels of performance and power



SOLUTION DATASHEET

AT A GLANCE

- Filtering and analysis of data from within the database
- Adds significant performance and scalability to even the most challenging analytics environments

In today's competitive environment, to succeed in your goals related to investment management, customer acquisition and retention, market share growth, and increased profitability, you need to leverage analytics that are quickly available and accurate. Increasingly, companies who effectively use analytics are able to outperform their peers and improve processes such as product development, pricing, customer targeting and retention, risk assessment, marketing and sales.

Effectively using prediction and analysis requires the ability to process large amounts of data both quickly and thoroughly.

WHY THE OLD APPROACH WON'T CUT IT

Balancing between large volumes of data, throughput, and accuracy has always been a challenge. When data volume, accuracy, and processing time are all critical success factors, the conventional wisdom—driven by traditional analytics approaches—has been “pick any two” (or one.) One reason is that traditional approaches to data analysis require you to move your data out of the database for analytical processing. This data movement can account for up to 75 percent of the cycle time and can impose severe constraints on delivery of the results your business needs.

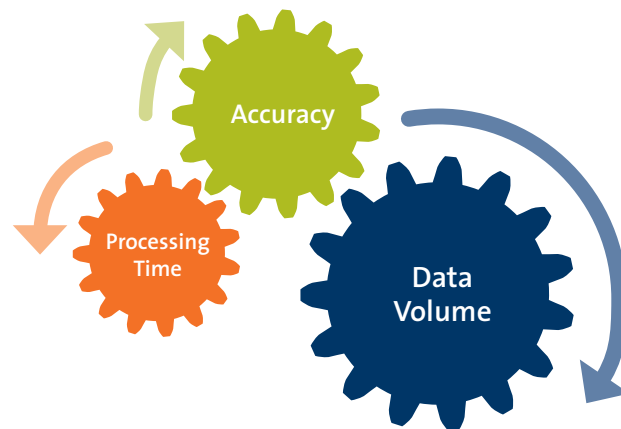


Figure 1: “Pick any two” is not an option when your business decisions rely on an analytics environment that meets all three critical success factors.

A NEW APPROACH: REBUILDING ANALYTICS FROM THE GROUND UP

With its new in-database analytics capability, Sybase IQ provides an analytical platform that can achieve all three objectives simultaneously. For your businesses, this means:

- Better predictions about future business risks and opportunities
- More informed decision-making based on results available in a timely manner
- The ability to spot trends and anomalies immediately, and make operational decisions more efficiently and affordably

Contact us today at infobi@sybase.com.

Visit our web site at www.sybase.com/IQ to access analyst reports, white papers, and other information.

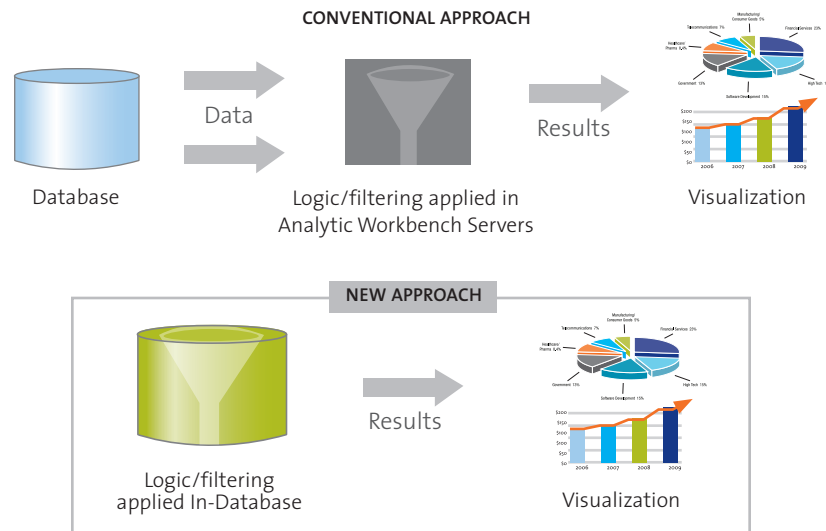


Figure 2: The conventional approach is a slow and clumsy way of getting from data to the visualization of results, raising numerous security and compatibility issues as the data is moved out of the database and into a separate analytics environment. The new in-database analytics approach is much faster, more efficient, and more secure.

Using In-database analytics delivers immediate performance and scalability improvements to your business. Using this technique, your data never leaves the database until results are filtered and processed. Further benefits are that the analytics code and models are shareable across your organization and allow ad-hoc analysis, plus they are applicable to your most current data set. By keeping the data in-database, you ensure a higher level of data security.

Sybase IQ delivers in-database analytics in several ways. First, enhancements to an extensive library of built-in numerical and analytical functions, including date conversion, greatly expand the readily available capability resident in Sybase IQ. Access to these analytics functions is standards-based, and the in-database logic is extensible by anyone with a good working knowledge of SQL. Additionally, built-in ANSI SQL OLAP extensions allow aggregation analysis on large data sets, yielding quick results for computations such as correlation and covariance. Moreover, new libraries of pluggable analytical algorithms from statistical and data mining software partners who have certified their products with Sybase IQ's in-database analytics capabilities, bring the entire range of statistical and predictive analytics capabilities into Sybase IQ.

A rich collection of functions, ranging from descriptive statistics to highly sophisticated Monte Carlo simulations and pattern recognition, are available from Fuzzy Logix via DB Lytix, a certified in-database analytics library. These functions support a number of business use cases including:

- **Telecom** – Churn analysis and price optimization
- **Insurance** – Exposure assessment, claims fraud, and customer retention
- **Banking** – Portfolio analysis, risk management and customer retention
- **Health Care and Life Sciences** – Preventative care and drug trial analysis
- **Marketing** – Campaign analysis and program ratings

These use cases are available for review and can quickly be implemented in your production environment today. In addition, the library can be used to quickly deliver additional analytical solutions to your specific challenges.

ABOUT SYBASE IQ

Sybase IQ is the world's leading column-based analytics server, designed specifically to deliver faster results for mission critical analytics and reporting solutions on standard hardware and operating systems. It works with diverse data—including unstructured data—and diverse data sources to deliver unsurpassed query performance at the lowest price/performance available.

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