



Netezza Replacement: Modernize and Improve Performance

FROM MULTIPLE NETEZZA RACKS TO 6U

– REDUCE FOOTPRINT AND MODERNIZE THE DATA WAREHOUSE ENVIRONMENT WITH YELLOWBRICK

100X
PERFORMANCE

10X
SCALE

MILLIONS
IN SAVINGS

DON'T WAIT – MODERNIZE NOW

Enterprises have known for a while about the announcement of End of Life (EOL) and End of Service (EOS) of the IBM Netezza appliances and it was easy to foresee that the aging technology would need to be replaced. IBM is retiring Netezza Twinfin and Striper models and has introduced a host of confusing replacements.

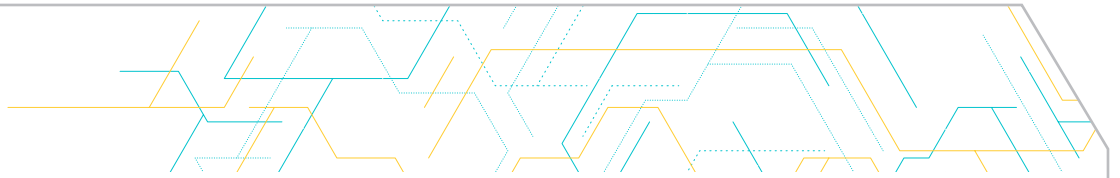
This is the perfect time for enterprises to evaluate other technology options. The need for innovation, speed and scale were key drivers for the adoption of Netezza a decade ago. Those same needs apply today and are in fact greater than ever. But enterprises don't want to repeat the mistakes of the past with appliances that were inflexible and unable to extend to the cloud.

Native cloud-based data warehouses however are not the panacea that they appear to be. Data migration is complex and there are considerations around data privacy and data governance that prevent enterprises from doing a wholesale cutover to the cloud. Investing in existing legacy infrastructure is either not possible or newer replacement systems including cloud data warehouses are exorbitantly expensive with little promise of flexibility and compatibility. What choices are available for an enterprise that wants innovation, speed, scale and extensibility to the cloud for their data warehouse?

THE YELLOWBRICK ADVANTAGE

Yellowbrick, the only modern hybrid cloud data warehouse, is the clear choice because Yellowbrick offers a unified hybrid cloud solution that enables enterprises to move their workloads where their business needs it – whether it be on-premises and/or in the cloud.

Migration to a cloud only data warehouse is a complex endeavor that necessitates an entire rethinking of an enterprise's data strategy. With an EOL of critical equipment, organizations may not have the time and the resources to implement such a complicated project in a short timeframe. With Yellowbrick, organizations are not forced to move their data entirely to the cloud only but can act on their cloud strategy at their own pace as business needs dictate.



YELLOWBRICK OFFERS MANY ADVANTAGES TO ENTERPRISES SUCH AS:



Best Price/Performance: Yellowbrick scales to the largest datasets – all the way to hundreds of petabytes with 100X faster performance than other legacy or cloud-based data warehouses all at a fraction of the cost. Yellowbrick has predictable subscription pricing with no hidden costs and no charges for data movement.



Innovation: Yellowbrick is the only data warehouse to offer a hardware instance that is purpose built for hybrid cloud. With Yellowbrick, enterprises have a unified solution that spans on-premises to the cloud – with no expensive retraining and minimal operational expense



Agility: Yellowbrick's innovations enable enterprises to deploy a modern data warehouse with high scalability either on -premises in a private cloud, in the public cloud or a hybrid cloud with an on-premises and cloud deployment. Yellowbrick supports all major cloud vendors and enterprises are not locked-in to a particular vendor providing them with ultimate flexibility of deployment options.



Concurrency: With Yellowbrick, organizations can support up to thousands of concurrent users on the same instance while maintaining the same level of high performance.



Reduced footprint: Yellowbrick helps enterprises meet infrastructure reduction initiatives with a cloud solution that can completely eliminate the data warehouse footprint while the on-premises solution can shrink racks of hardware and shelves of disks to just 6U of space. Yellowbrick's highly available architecture has no single point of failure and built-in redundancy so that enterprises don't have to add extra instances for added resiliency.

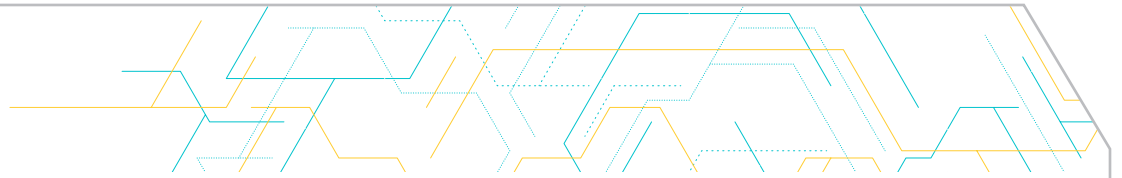


Business continuity: Yellowbrick provides the highest level of disaster recovery and replication to protect your data from any unforeseen circumstances or outages.

MIGRATE EASILY AND QUICKLY AWAY FROM NETEZZA

With Yellowbrick there are no complex strategies required to migrate data away from Netezza. Unlike other cloud data warehouse offerings where enterprises have to agonize over which workloads to cutover to the cloud, Yellowbrick migrates all of an organization's data in just days or weeks on-premises. Yellowbrick ingests data at a line rate of 10 GB/s or about 10TB per hour, ensuring that the migration completes quickly.

Migration to the Yellowbrick cloud can happen when an organization is ready at a pace that suits their business needs.



KEY BENEFITS WHEN MIGRATING FROM NETEZZA TO YELLOWBRICK

- Easy deployment – production ready in hours
- Significantly reduce footprint and reduce costs
- No forklift upgrades required with no proprietary rack
- Analyze all workloads including structured and unstructured data. Yellowbrick supports all unstructured data formats including JSON, Parquet and XML.
- No Mirroring needed
- No data grooming or vacuuming required
- Simplified management
- Seamless integration: Yellowbrick is 100% ANSI SQL-compliant. Existing applications and third- party tools integrate seamlessly. Data analysts can use the solution right away – out of the box.
- Hands-on support from Yellowbrick experts
- Future proof your data warehouse environment with massive scale, support for thousands of concurrent users and easy migration to the cloud

ECOSYSTEM TOOLS

Yellowbrick has a broad ecosystem partner program with partner tools that significantly speed up the migration of data from Netezza to Yellowbrick.



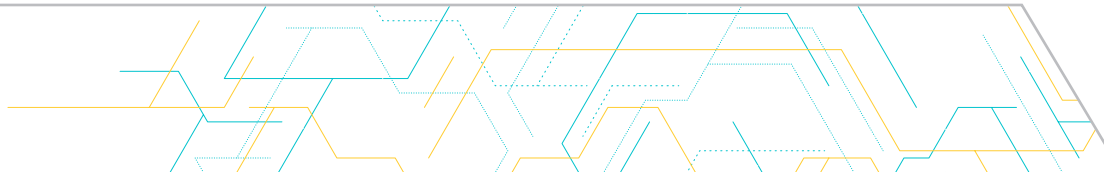
NextPathway is the Automated Cloud Migration company. Powered by the SHIFT™ Migration Suite, NextPathway automates the end-to-end challenges customers experience when migrating applications to the cloud.



CompilerWorks was founded with the idea of applying compilers and optimizers to new application areas. The task is one of the most challenging and most fundamental fields in computing: language design and implementation.



Systech provides end-to-end Digital Strategy, Data Engineering and Advanced Analytics services to build data-driven capabilities into clients' core business operations to drive continuous growth.



CUSTOMERS WHO MIGRATED FROM NETEZZA TO YELLOWBRICK



Symphony RetailAI provides AI-enabled decision platforms, solutions, and insights to leading grocers and retail chains around the world. The company needed a data warehousing platform that could help it minimize the time required to turn raw customer data into actionable insights—and get those insights back into customers’ hands to be put to use as quickly as possible.

Symphony RetailAI replaced five full-rack Netezza systems with six 6-U Yellowbrick appliances. The company has multiple Netezza workloads onto Yellowbrick, including the generation of analytics cubes, batch reporting, dynamic real-time reporting, and real-time queries from both analysts and its own applications. “Being able to easily support mixed workloads is another advantage of Yellowbrick,” says Nigel Pratt, Senior Vice President of Development. “We’re using its built-in workload management system to ensure that each workload will always have sufficient system resources.”

THE KEY BENEFITS WITH YELLOWBRICK

- 3-5x better price performance
- 2x faster reports with 10x larger data sets
- 3-5x faster cube builds and queries with same data sets
- Faster delivery of deeper insights to customers—achieved through the ability to keep more data (and run more workloads) in one place.
- Rapid migration with minimal code rewrites



For over 30 years, TEOCO (The Employee Owned Company) has been a leading provider of analytics, assurance and optimization solutions to the Telecom industry. They have over 300 communication service providers (CSPs) and OEM customers worldwide to whom they provide actionable intelligence about network quality of service and customer experience. TEOCO’s expertise and value-add to their customers derives from three core competencies:

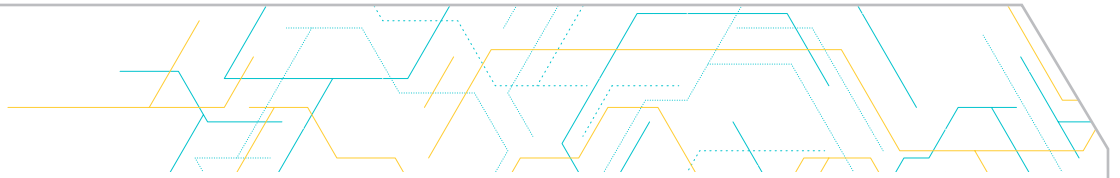
1. Handling the extremely large volumes of data that telecom carriers generate.
2. Applying TEOCO’s deep industry knowledge and understanding of this data.
3. Developing algorithms that transform this raw data into actionable insights.

“With Netezza, we had to move a copy of our data up to the cloud before customers could access it, and often ran into synchronization issues. With Yellowbrick, we can now keep all that data in one place. We’re delivering new insights to customers up to 12 hours faster each week by avoiding the need to move hundreds of gigabytes of data up to the cloud before it can be queried.”

– Nigel Pratt, Senior Vice President, Development, Symphony RetailAI

“As part of our testing work, we took a month’s worth of BusinessObjects queries that one customer had run, about 7,000 queries. We replayed them first in the Netezza system and then in Yellowbrick. Yellowbrick was three to five times faster, and probably just as significantly, they all ran to completion and produced the same results with virtually no tuning.”

– Rick Mahuson, VP R&D
TEOCO



Teoco needs faster insights and decision making that, in turn, drives the need for faster data warehousing platforms to deliver these insights. TEOCO is always looking for breakthrough data warehousing innovations; a need that became more crucial in late-2017, when IBM announced the end-of-life of many of the Netezza data warehousing appliances.

Teoco evaluated many next generation data warehousing solutions including those from IBM and Yellowbrick. TEOCO's proof-of-concept approach was an exhaustive, three-month process that, for most vendors, showed only modest performance improvements while revealing many issues around migration, data load and systems portability. Yellowbrick however, excelled in overall performance, data loading capabilities and query compatibility.

THE KEY BENEFITS WITH YELLOWBRICK

- **Data loading of 40 billion rows of data with 3-5X faster performance**
- **\$5 million in data center savings**
- **Delivery of previously unavailable insights to their customers**
- **Significantly less operational overhead with no tuning required**

BEGIN THE MODERNIZATION JOURNEY TODAY

Contact Yellowbrick to get more information on your Netezza migration plan and start to modernize your data warehouse environment today at the pace your business needs.

www.yellowbrick.com/netezza

ABOUT YELLOWBRICK

Yellowbrick is the world's only modern data warehouse for hybrid cloud. It performs at speeds up to 100X faster than traditional and cloud-only data warehouses against petabytes of data. Enterprises rely on Yellowbrick to do the impossible in data analytics: get answers to the hardest business questions for improved profitability, better customer loyalty, and faster innovation in near real time, and at a fraction of the cost of alternatives. Yellowbrick offers superior price/performance for thousands of concurrent users on petabytes of data, along with the unique ability to run analytic workloads on-premises, in a private cloud, and/or any public cloud and manage them in a simple, consistent way--all with predictable pricing via annual subscription.

Learn more at yellowbrick.com.