

# Economics of Yellowbrick Data Warehouse

Selecting a data warehouse platform can make or break your business.

Designed to enable insights from enterprise data across multiple lines of business in conjunction with business intelligence, data science, and data visualization tools, data warehouses can create value from data at a scale that would otherwise be impossible. But the wrong choice can also lead to long-term costs and lock-in that are toxic to ROI.

Yellowbrick designed its data warehouse platform to help you avoid those traps in a highly targeted way, with some key customer values in mind:

- Superior price/performance for real-time, ad hoc analytics
- Freedom to deploy in data centers, as SaaS in multiple public clouds, and both ways (hybrid), as well as freedom from lock-in
- Predictable pricing for budget certainty
- Simple, low-cost operational management

## Superior price/performance

Legacy data warehouse platforms like Teradata, Oracle, or SQL Server have poor price/performance; they simply become too slow over time without costly software or hardware investments. Similarly, good performance from public cloud-only options, like Snowflake, becomes very expensive as users, data, or utilization increase and new compute resources are consumed.

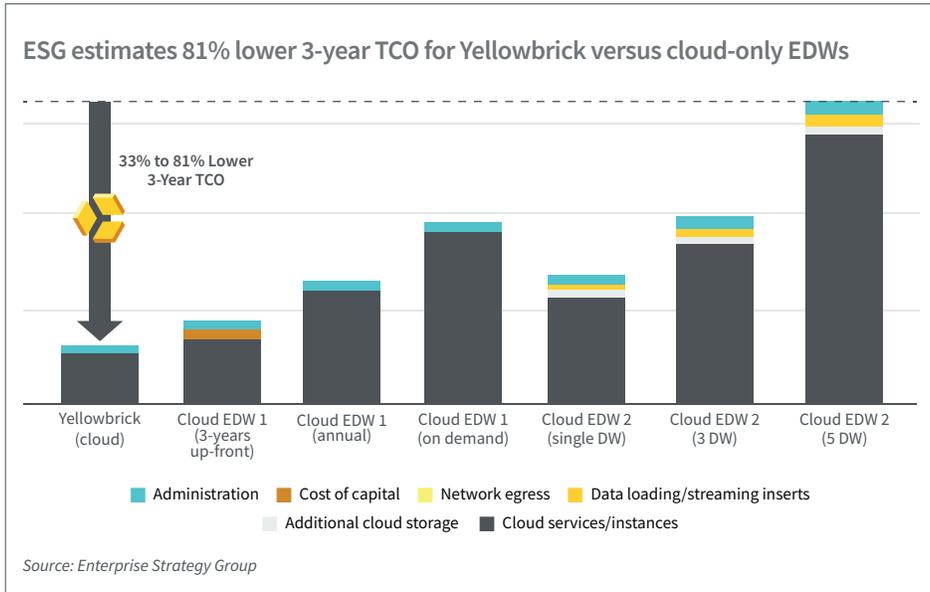
We believe that price/performance for real-time, ad hoc analytics is the most important factor in customer success. Superior price/performance is Yellowbrick's top priority, with customers reporting 100X improvements and beyond at a fraction of the cost of alternatives.

In a 2020 study, Enterprise Strategy Group (ESG), an independent market research company, found that Yellowbrick customers reported significant savings to achieve the same levels of performance and/or reported significant performance increases over their previous deployments. Customer experiences include:

- Melco Resorts & Entertainment, one of the largest hospitality companies in Asia (\$5B in annual revenue), saved \$1 million in its first 6 months with Yellowbrick by more deeply understanding trends in its business.

“Yellowbrick was designed to **minimize complexity**, making deployment, management, and operation **far simpler** and allowing **more users to access more data faster**. This results in **significant savings** and benefits, from faster time to value and improved operational efficiency.”

**ENTERPRISE STRATEGY GROUP**



“Yellowbrick has turned out to be a very fast, cost-effective, and reliable system, enabling us to provide all our customers with richer insights more quickly.”

**NIGEL PRATT**  
SVP Development,  
Symphony RetailAI

- One customer in the retail analytics space saved \$1 million per year by moving workloads from Amazon Redshift and other platforms to Yellowbrick.
- One of the biggest mobile operators in Latin America safeguarded millions of at-risk dollars due to slow revenue assurance from SIM card resellers by making the process near real-time with Yellowbrick.

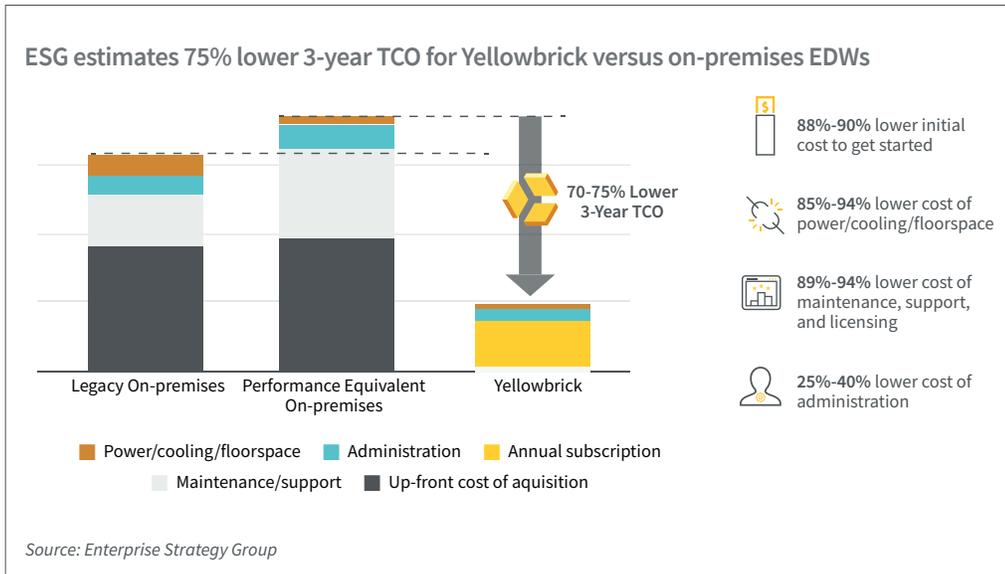
### Best cloud-first economics

“The future of infrastructure is everywhere,” says Gartner analyst David Cappuccio. Large enterprise companies are increasingly realizing that “their compute is not going to be on-premises, it’s not going to be in the cloud, it’s not going to be at the edge, it’s going to be everywhere. It really depends on what the business requirements are.”

Yellowbrick can be deployed inside a data center/private cloud, as SaaS in major public clouds, or both (hybrid), all with fixed-rate, subscription-based pricing. It gives cloud first organizations a gradual, low-risk migration to the public cloud of choice or even to multiple clouds, including:

- Smooth transitions from CAPEX to OPEX
- Access to hybrid architectures, such as a DR approach that gives you 100% utilization of your on-premises instance, while paying for a DR instance only when it’s used
- Ability to de-risk cloud adoption, as data can be replicated to the cloud as a subscription (not platform) event and accessed from AWS, Azure, or GCP simultaneously with no data egress charges

Furthermore, Yellowbrick’s support for open standards like Apache Spark and Apache Kafka, as well as PostgreSQL compatibility for easy integration with enterprise ecosystems, means you’ll never be locked into proprietary interfaces that stifle future innovation.



### Pricing predictability

Yellowbrick is priced as a simple, fixed-rate subscription to ensure predictability. However you deploy, everything is included as part of your subscription, and there are never extra charges for users, data egress, bandwidth, or any other hidden line items. Three different service plans are available, with pricing calculated on a per-node basis, and it's easy to upgrade your plan when needed.

### Simpler management

Operational management is one of the biggest long-term costs in on-premises data warehousing. For legacy platforms in particular, it's almost always necessary to employ teams of technical specialists for performance optimization just to keep those platforms viable.

Yellowbrick Data Warehouse was designed to drastically reduce those costs, with many management tasks either abstracted away or designed out of the platform. With Yellowbrick, there is much more time for higher-value tasks, like data modeling, because so little of it is needed for tactical tasks, like tuning queries, creating indexes, or reclaiming storage space.

### About Yellowbrick

Yellowbrick provides the world's only modern data warehouse for hybrid and multi-cloud environments. Enterprises rely on Yellowbrick Data Warehouse to power critical business outcomes and get answers to the hardest business questions for improved profitability, better customer loyalty, and faster innovation in 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 in any public cloud and manage them with predictable pricing via fixed-cost annual subscription.

Learn more at [yellowbrick.com](https://yellowbrick.com).