

Rethink EDW for the Era of Expansive Information Management

Provided for Kimball Webinar

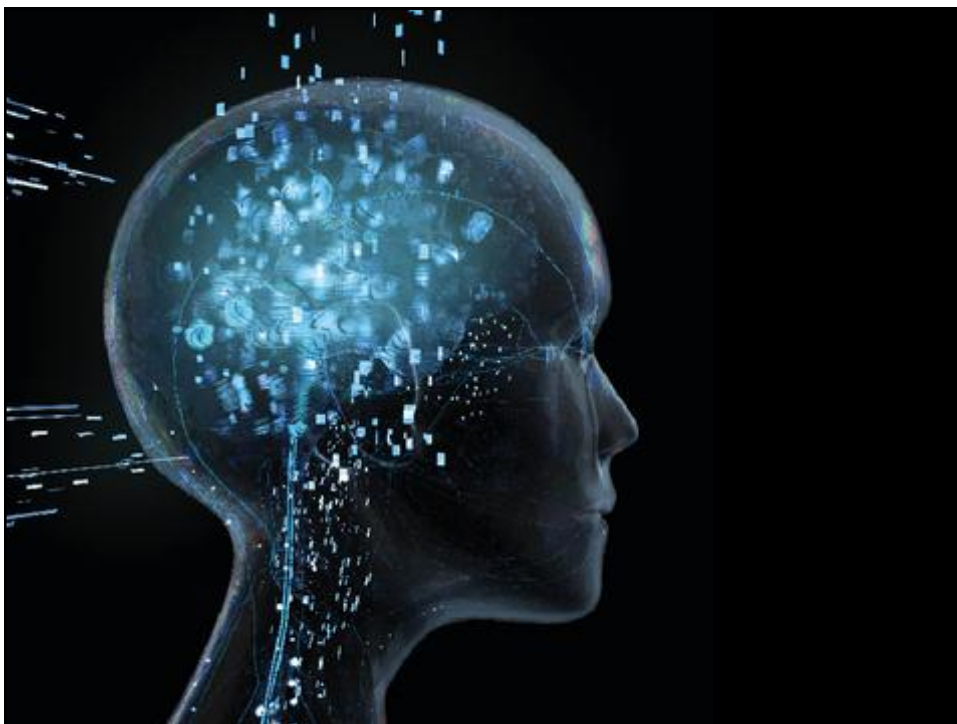
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Beyond Relational

No SQL



Demise Of Relational Database Era

From Transactions To Interactions

Business Management

- Business Analysis
- Operational Automation



**Relational
Transactions**
1970 - Current

Brand Management

- Sentiment Analysis
- Proactive Customer Engagement



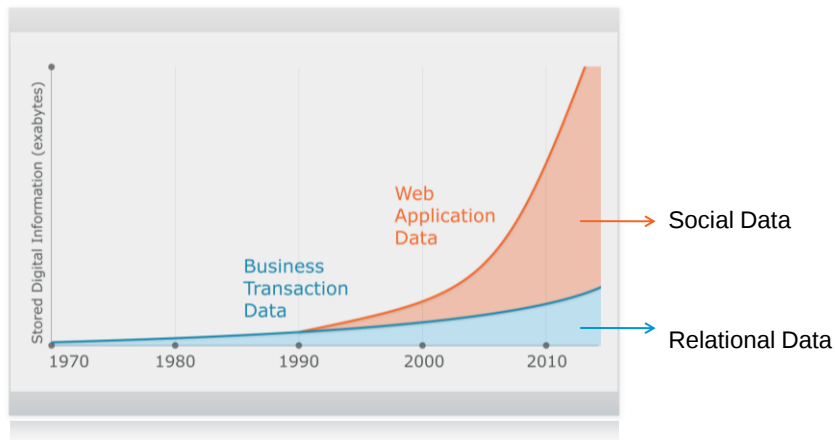
**Social
Interactions**
2008 - Current

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New Social Media

Explosive Growth of Big Data



Source: An IDC White Paper - sponsored by EMC. As the Economy Contracts, the Digital Universe Expands. May 2009.

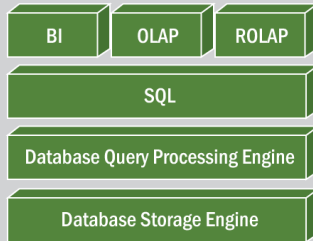
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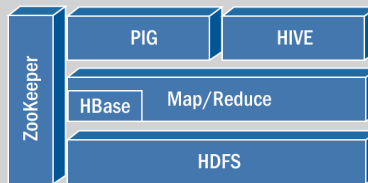
Beyond Relational Data

Leverage All Your Data, and More: Big Data

Relational Technology Stack



Hadoop Technology Stack



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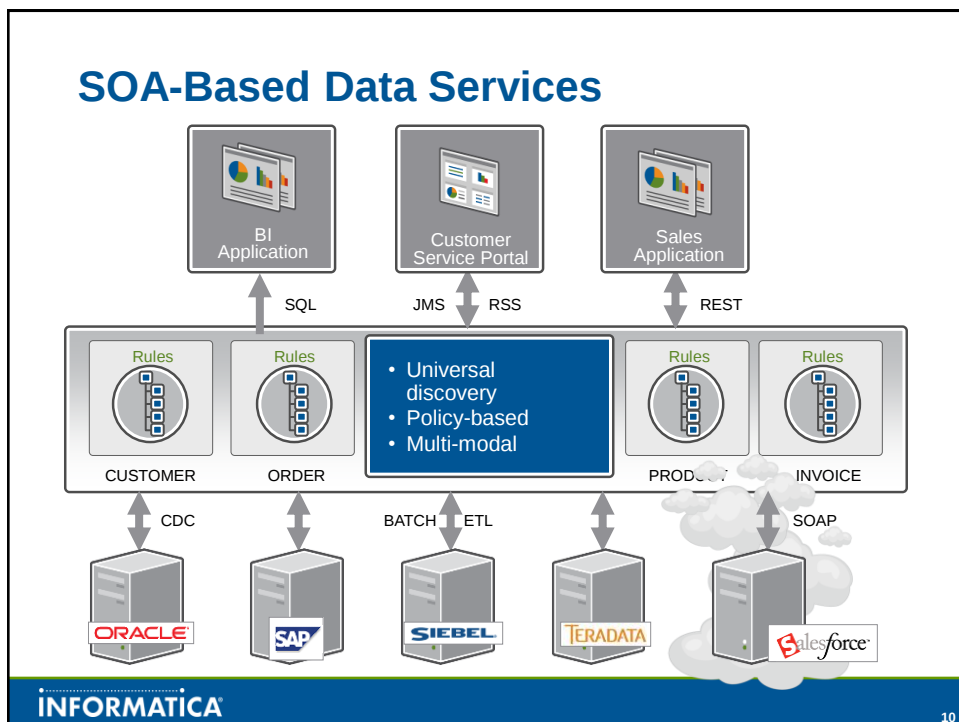
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A screenshot of a Facebook profile for James Markarian. The profile shows a cover photo, a profile picture, and a bio that says "Works at Mid-Size Software Company". The "About" section lists "Customer Data" and "Product MDM". The "Timeline" section shows posts from James Markarian, Steve Fadden, Jay Hill, and Customer Data. The "Friends" list includes Jay Hill, Alex Li, Product MDM, Mick McGee, Joelle Carignan, Mike Tschudy, and Stanley Chiu. The "People You May Know" section lists Sharee Aviles and Rajesh Vellyatt. The "Sponsored" section includes ads for Dr. George Harkle, Gyms: Top 5 in SF, San Francisco Bucket List, and Workout Free. The "Recent Activity" section shows that James and Product MDM are now friends.

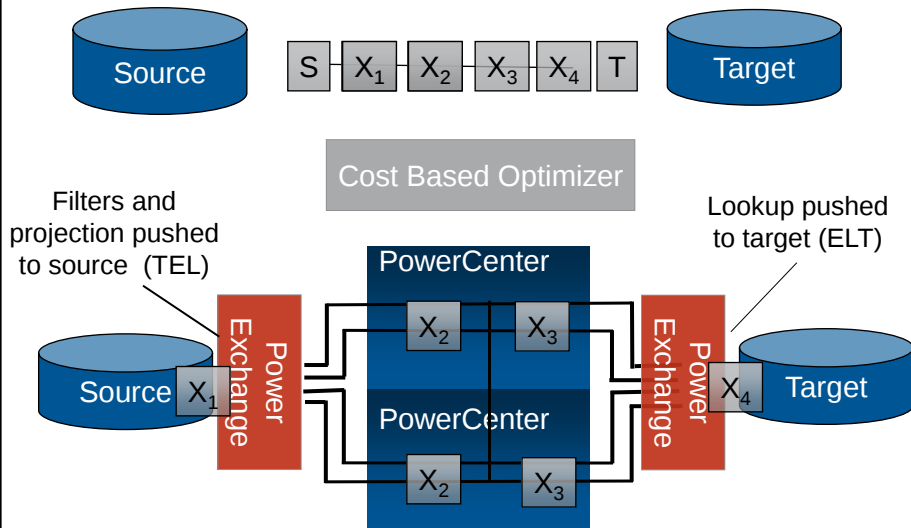
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Beyond Virtual



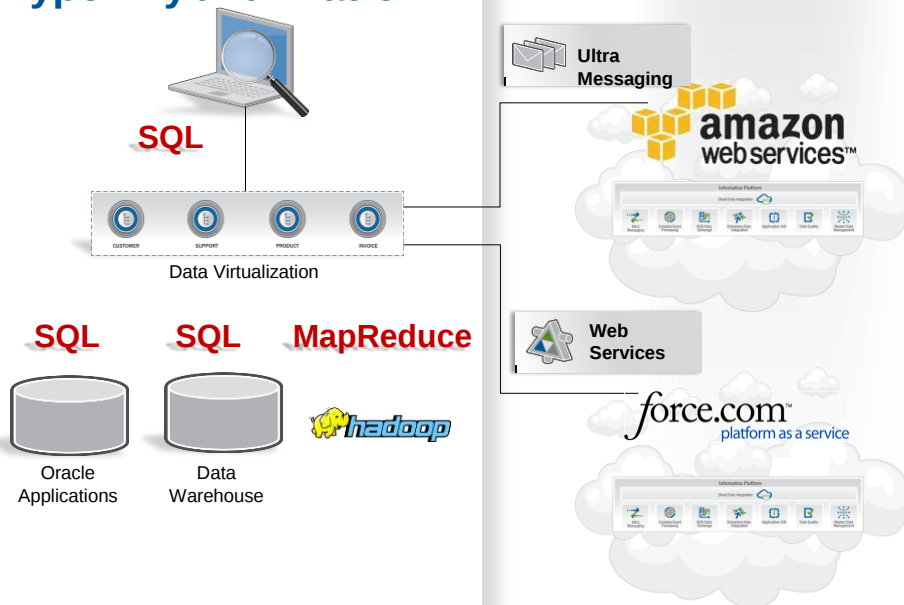
2004: Hyper-Parallelism



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Hyper-Hybrid Platform



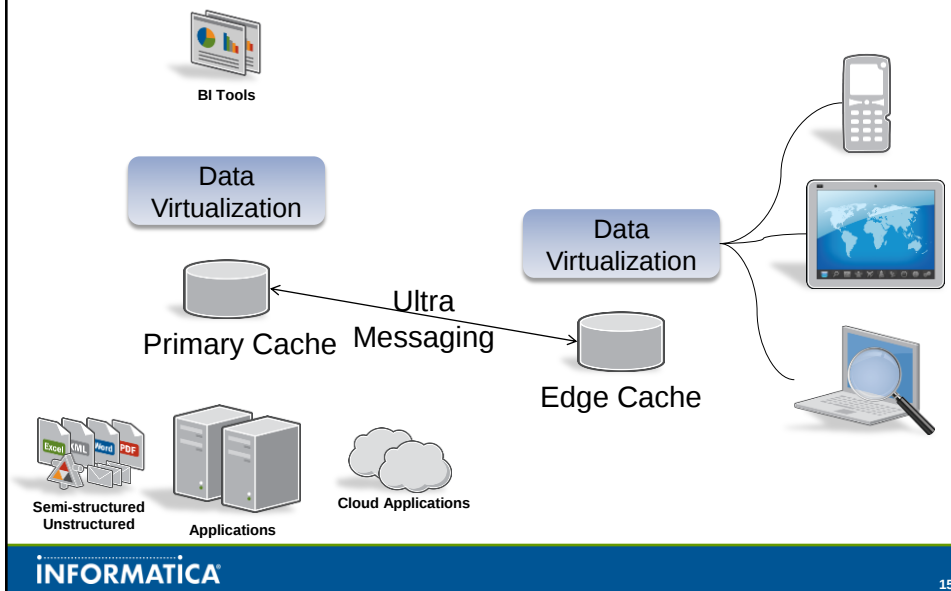
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Beyond Browser



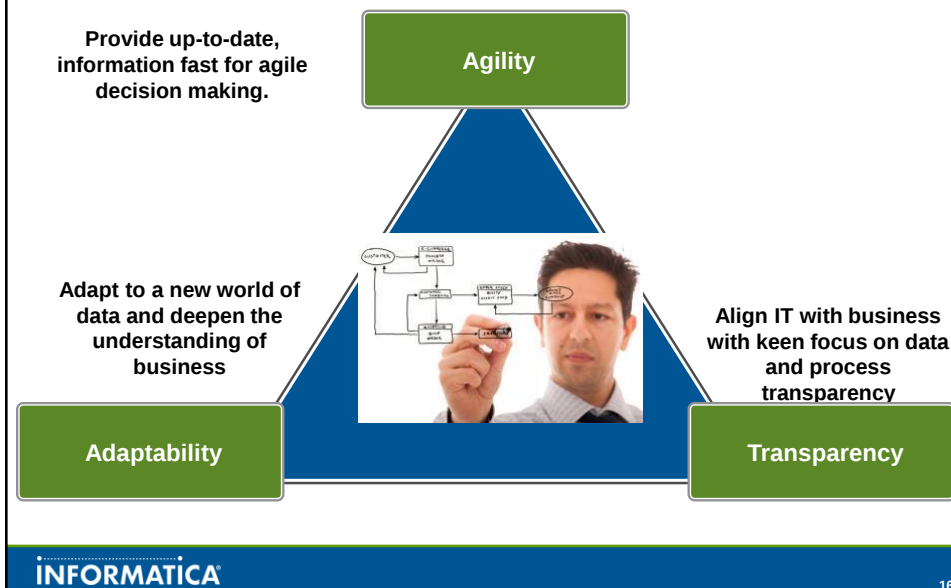
Edge Optimization for Mobile Apps



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Blueprint for Expansive Information Management

Build an Adaptive Enterprise Data Integration



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Key Takeaways

Evolve EDW for Your Information Management Initiatives



**Complete, adaptive
foundation for information
management**

**Think Beyond
Traditional Boundaries**

**Grow and evolve with
YOUR organization's
demand**

Taking Actions

- **Sign-Up for Future Sessions at Kimball Corners**
 - <http://vip.informatica.com/?elqPURLPage=8007>
- **6-Min Demo: Cross-Sell More Effectively with Trusted & Complete Customer Data**
 - http://vip.informatica.com/content/Downloads?docid=1521&lsc=NA-Ongoing-2011Q1-JG-CC_Mgmt_1521_Demo_www
- **Next-Generation Data Virtualization Chalk Talk Series – The Foundation for Agile BI**
 - http://vip.informatica.com/content/Downloads?docid=1527&lsc=NA-Ongoing-2011Q1-JP-DV_FoundationforAgileBI_ChalkTalk_www
- **Data Exchange and Information Sharing**
 - http://vip.informatica.com/content/Downloads?docid=1549&lsc=NA-Ongoing-2011Q1-MH-Data_Exchange_WP_www
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Questions & Answers

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