

# *ENTERPRISE VELOCITY SYNCRONIZATION WITH AN ANALYTIC CLOUD*

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# Everything is different this time...

The Myth That Drove the Gold Rush.

All we need is  
a fat pipe and  
pans working  
in parallel...



# What Is Wrong With Today's Data Warehouse Architectures?

Single EDW is a relic of the Past

## Velocity

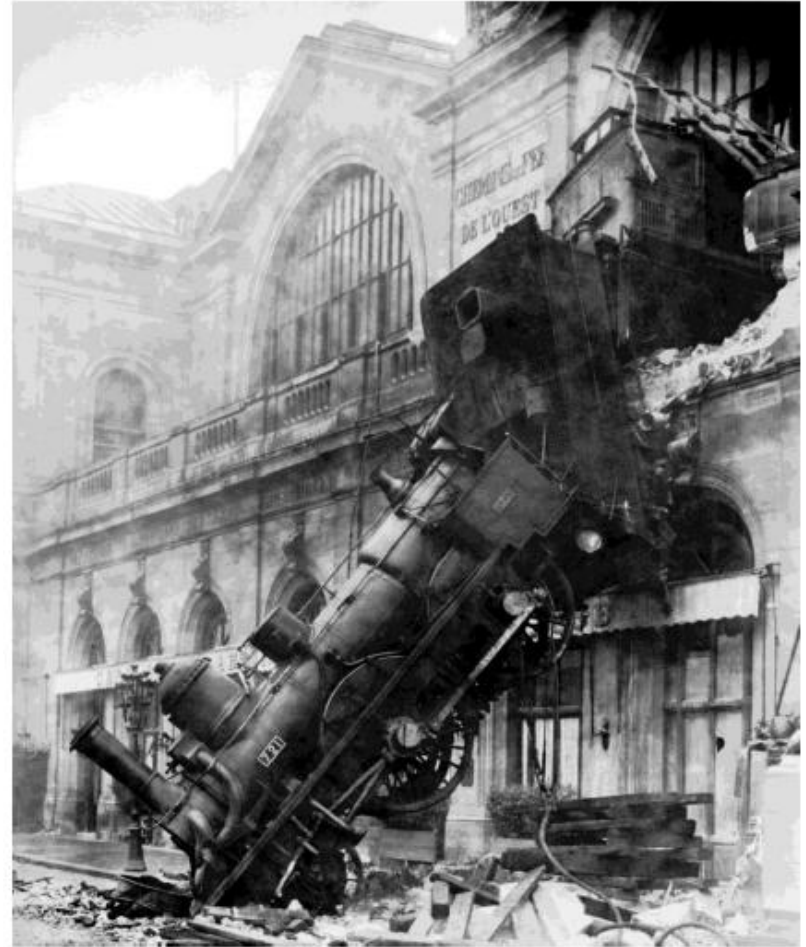
- Too slow to meet SLAs
- Low latency requirements
- High latency loading
- Real-Time data feeds

## Volume

- Inadequate infrastructure design
- Complex modern workloads
- Growing data volumes

## Variety and Complexity

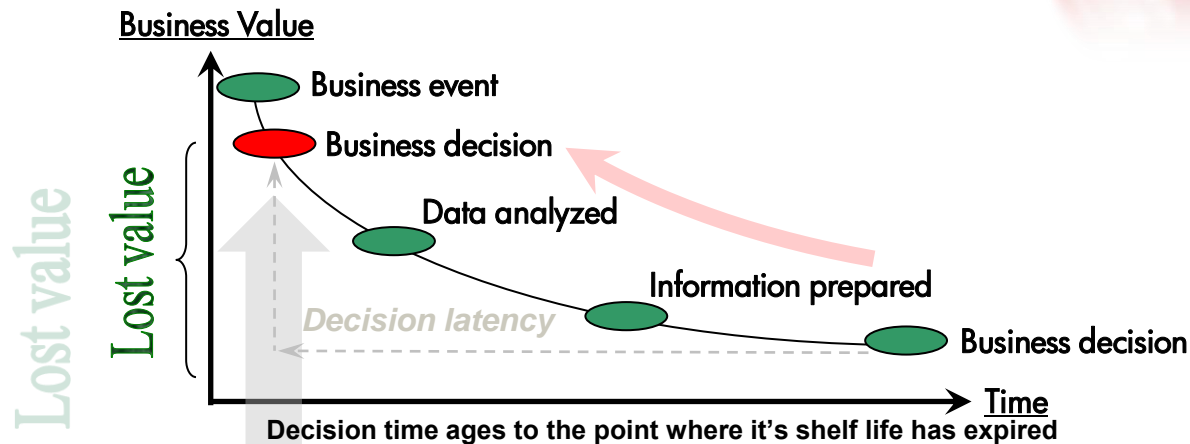
- Complex mixed-data-type support
- Relational model restrictions
- Lack of flexibility





# Velocity Synchronization of your business

- Data and execution velocities must be synchronized to the time constant of the business in order to dynamically balance and optimize assets.
- The focus is to improve fundamental value creation: Internal efficiency attracts capital.
- Harnessing the power of elapsed time: A scarce resource in a virtual world.
- LDW targets the "tolerance windows": People, processes, businesses and systems.



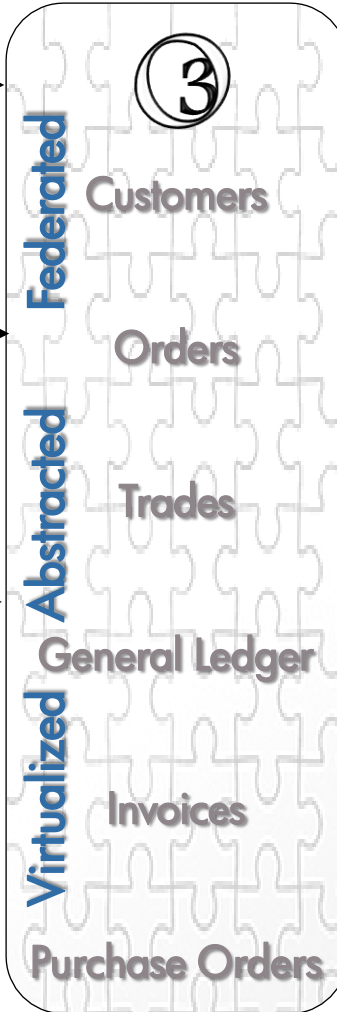
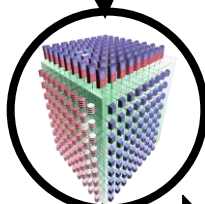
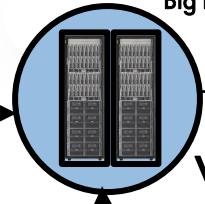
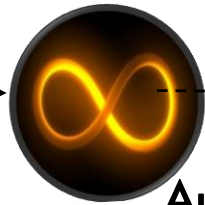
# HP's Analytic Cloud

with Logical Data Warehouse based on a Time Continuum

Data Create

Consolidate

Consume



Service Catalog

User Portal



Dashboards



Reports



Applications

Process

Enterprise Meta & Control Data Mgmt

Data Profiling

Validation & Cleansing

Engagement Processes

Interface Specifications & Mgmt

Data Quality and Data Stewardship Management



# Questions and Answers

