Exasol
The analytics database

3 reasons to move on from your legacy analytics database

How Exasol's analytics database can help you tackle productivity, cost-savings and flexibility without compromise

Content:

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How to fulfil your data's potential

Data can transform your role, your organization and even the world — but only if it's fast, flexible and economical: compromise any one of these three, and its promise goes unfulfilled.

So how can you deliver against these three elements and transform the impact of data and analytics in your organization?

This ebook will look into the key challenges of productivity, cost-savings and flexibility, outlining:

- **What these challenges mean to your organization**

- **How Exasol can make a difference**

- **The evidence you need to sell this solution to your budget holders internally**

So, if you're working with the database on a daily basis in your job, take 5 minutes to read this ebook and see what working with a **no-compromise analytics database** *could really mean for you and your organization.*

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Productivity

The challenge

A high-performance analytics database is non-negotiable for mission-critical analytics workloads. Risk analysis, compliance reporting, customer 360 and more, rely on rapid time to insights – without it, organizations can be exposed to more risk, incur significant fines and lose customers to their competition.

A productive analytics database is essential but it doesn't have to come at the expense of wasting time and money on analytics teams ploughing hours each day into manually tuning the database. You can transform productivity without making trade-offs – here's how.

How can Exasol make a difference

- **Enjoy 20x faster processing** to deliver insights in record time [1]

- **Dynamically scale and separate workloads** for ultimate control of your service levels and costs through Exasol's flexible multi-cluster architecture

- **Make ML actionable at scale**. Build and run models directly in the database to scale ML in production without hours of data scrubbing and downsampling.

- **Process data at petabyte scale and run complex queries in-memory** using techniques such as multi-level data compression, smart data prefetching predictions (hot/cold cache management), as well as sophisticated cost-based query optimizer

1 McKnight Consulting Group - Cloud Analytics Database Performance Testing Product evaluation

2 These figures come from the 2023 Total Economic Impact™ (TEI) study commissioned by Exasol and conducted by Forrester Consulting, based on Forrester's own financial analysis methodology and in-depth interviews with Exasol customers combined into a single composite organization

How to convince your budget holders

Save $1.29 million[2] through improved database performance, delivered by Exasol's in-memory columnar architecture that supports Massively Parallel Processing and a flexible cluster configuration.

"The performance of Exasol is particularly impressive on complex data sets. What used to take almost an hour now takes less than a minute, so my team can spend more time analysing and optimizing the results."

- IM&T BI manager, healthcare

"By placing Exasol at the beating heart of our analytics we have seen significant improvements, not only to the organization's bottom line, but to the satisfaction and safe delivery of our services to patients."

- Mark Jackson, Head of Business Intelligence, Piedmont Healthcare

1000 x Performance improvement over SQL server workloads
4 hours Saved per day in processing time for clinical dashboard data marts

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Cost-savings

320%

ROI

The challenge

Budgets are under greater scrutiny while demands from the business for analytics are only increasing. Data and analytics teams are having to make their budget go further, in an environment where CFOs are going to have to identifying increasingly savvy about tech spend. We think this is underlined by Gartner® listing 'Value Optimization'[3] as one of the top 10 data and analytics trends for 2023.

In our opinion, even when budgets aren't restricted, any upwardly mobile organization wants to get the maximum ROI on spend.

The good news is that it is possible, without sacrificing productivity or flexibility.

How Exasol can make a difference

- **Benefit from the best price/performance ratio** via market leading concurrency, fast in-memory processing and query compute distribution to provide greater performance on less hardware. Up to 80% improved performance can result in savings of up to seven figures

- **No cost shock.** Predictable, flexible pricing lets you serve your users confidently without unpleasant surprises during renewal

- **Optimize existing tech stack.** Improve the efficiency of your entire tech stack and boost ROI through Exasol's performance enhancements, scaling optimization, and real-time processing

How to convince your budget holders

You could deliver an ROI of 320% over three years by improving operational efficiency, database performance, and offering a simple and flexible data infrastructure[4] .

Make $1.71 million worth of improvements to operational efficiency[5]

Dresner 2023 ADI Market Study

→ Exasol rated best-in-class for overall value

BARC's Data Management Survey 23

→ Exasol positioned as a "Leader" in the "Price to Value" category, across its peer groups
→ 84% of surveyed users rate Exasol's price-performance ratio as excellent or good

*"The administration required on the SQL stack was much higher prior to implementing Exasol, and their **overall administration effort reduced by as much as 70 to 80%** after implementing Exasol."*

- IM&T BI manager for a healthcare firm noted

3 Gartner Press Release, Gartner Identifies the Top 10 Data and Analytics Trends for 2023, May 9, 2023. *GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.*

4 These figures come from the 2023 Total Economic Impact™ (TEI) study commissioned by Exasol and conducted by Forrester Consulting, based on Forrester's own financial analysis methodology and in-depth interviews with Exasol customers combined into a single composite organization.

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Flexibility

The challenge

Years of procurement, start-stop adoption, inherited systems and complicated integrations have left many enterprise architectures almost impossible to manage. As a direct consequence, so much time and money is being wasted by organizations chasing workarounds for analytics databases that don't integrate with their data stack and analytics ecosystem. That's before you even consider the issue of data ownership and how many organizations are running up massive surprise costs by choosing the wrong deployment option for certain data workloads - 64% of CIOs are spending more on cloud than originally budgeted, according to IDC. Organizations are in need of simplicity, without breaking the bank or the performance of key data applications.

How Exasol can make a difference

- **Run analytics wherever your data lives,** on-premises, in the cloud, SaaS or hybrid. Workloads can be moved between platforms and uniformly automated and managed through a modern technology stack, whether it's between self or fully managed SaaS, even on an ad-hoc basis.

- **Bring in more data quickly, from wherever it lives.** Exasol's Virtual Schemas create a read-only link, allowing access to data wherever it sits to create a virtual table without actually moving the data.

- **Accelerate your existing infrastructure without a disruptive rip-and-replace;** or use Exasol as your high-performance data warehouse

- **Seamlessly integrate with any data stack and analytics ecosystem** without a major overhaul, thanks to Exasol's flexible architecture. There's no need to move data sets and no cost shocks.

  → Exasol works with popular data integration and ingestion tools as well as all BI tools on the market.

- **Make data science development fast and easy.** Exasol's native support for a wide range of popular programming languages such as R, Python, Java, and Lua, coupled with the user defined function (UDF) framework allows data scientists to create algorithms using their preferred language, then run the models on a parallel, in-memory analytics engine to achieve blazingly fast time to results at scale.

How to convince your budget holders

$895,000+ saved in avoided cost of tooling and infrastructure capabilities[6]

$836,000+ saved in reduced cost of development and integration[7]

6 These figures come from the 2023 Total Economic Impact™ (TEI) study commissioned by Exasol and conducted by Forrester Consulting, based on Forrester's own financial analysis methodology and in-depth interviews with Exasol customers combined into a single composite organization.

7 These figures come from the 2023 Total Economic Impact™ (TEI) study commissioned by Exasol and conducted by Forrester Consulting, based on Forrester's own financial analysis methodology and in-depth interviews with Exasol customers combined into a single composite organization.

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Put Exasol to the test

Now you have an idea of how we're helping enterprise organizations around the world, why don't you find out what working with the no-compromise analytics database means for you in reality?

Start your free trial today (offer available for a limited time):

- Run your trial on-prem, SaaS, hybrid or take part in a proof of concept

- 3 months, 5 terabytes

- Prove to your budget holders what difference Exasol can make to your organization

Apply for free trial

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About Exasol

Exasol is the no-compromise analytics database that provides increased productivity, cost-savings and flexibility, redefining how businesses use data.

With 20x faster processing, Exasol provides insights in record time, empowering businesses to solve complex problems, become more data-driven and bring innovation to life. Exasol also delivers ROI of more than 300% with reduced licensing, implementation, maintenance and training fees, eliminating cost shock and vendor-lock in. With Exasol, businesses have flexibility to manage data the way they want – in the cloud, SaaS, on-premises, or hybrid – without rip-and-replace disruption.

Hundreds of global brands like T-Mobile, Revolut, and Allianz rely on Exasol to innovate, grow and win. Join them – try Exasol for free to experience what no-compromise can do for your organization.

Learn more at: www.exasol.com and follow us on social media: **LinkedIn** and **Twitter**.

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