SAP Solution Brief
SAP Technology
SAP IQ

Objectives

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Quick Facts

Tap into Big Data at the Speed of Business

SAP

The Best-Run Businesses Run SAP™

A simpler, more affordable approach to Big Data analytics

In an effort to address the demands for instant answers and deep analytics, today's IT landscapes have become incredibly complex. Traditional computing systems are proving unable to keep up with the explosive growth in the volume and variety of data. You need a simpler, more affordable approach to unlock the value of all your information for competitive advantage.

A simpler, more affordable approach to Big Data analytics

Vast amounts of information flow through businesses each day. The data that influences each decision grows exponentially and changes continually, adding complexity to the ways you store, manage, and interpret it. Implementing advanced technologies designed to capitalize on new sources and types of potentially valuable information can place significant strain on existing IT landscapes.

Today's business climate demands fast, accurate analytics to pinpoint new sources of revenue and streamline operations. Insufficient or

incomplete data can result in missed opportunities or lost customers. SAP understands that large enterprises are tired of paying too much to maintain and expand data warehouses, while smaller companies can't afford overblown specialty systems to analyze the vast amount of information available to them.

To benefit fully from the power of analytics, everyone needs fast answers to complex questions involving months' or even years' worth of data – reliably and affordably.

Turn massive data into actionable insight more efficiently

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Speed and power for extreme-scale analytics

Big Data, no problem

Intelligence for everyone

Proven technology for a wide range of analytics

SAP® IQ database software is more powerful and efficient than traditional systems for extreme-scale data warehousing, advanced analytics, and business intelligence applications. It uses an innovative approach based on a column-oriented, grid-based massively parallel processing architecture. As a result, it can scale out to handle massive workloads for large numbers of users with performance up to 100 times faster than other systems – at much lower total cost of ownership.

Traditional databases require time-intensive tuning to deliver reports and analyses with acceptable performance. Purpose-built analytics systems can be difficult or expensive to scale as business needs evolve. SAP IQ is different. It is an open, flexible analytics foundation with patented data compression and advanced query optimization that make it faster and more efficient for advanced analytics involving massive amounts of data.

With SAP IQ, answers that once took hours can now be delivered in minutes or less. Now you can empower more users with data-driven insights far more effectively.

SAP IQ makes it simpler and more cost-effective to exploit the value of massive amounts of data for insights that were previously impractical to obtain.

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Today's competitive advantage depends on the ability to make decisions and take actions based on data, not gut feel. Risk simulations, fraud detection, and credit scoring are business-critical applications involving massive data sets analyzed instantaneously. SAP IQ delivers the speed and power required by these new forms of extreme-scale analytics.

Built on a next-generation disk-based column store, SAP IQ centralizes access to all data, delivering answers to thousands of users across the enterprise with dynamic load balancing for unparalleled speed. SAP IQ can store terabytes to petabytes of relational data, documents, media files, and unstructured data in a unified analytical framework, allowing you to draw intelligence from all potentially valuable information for more accurate, timelier decisions.

With SAP IQ, you help ensure that users and processes across the enterprise are acting on the latest information. Fast, high-performance data loading handles even the largest data sets, and in-memory updates make rapidly changing information instantly available.

SAP IQ extends the power of analytics to more people and processes with greater speed and efficiency than traditional approaches.

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Sensors, social networks, and online digital behavior generate vast amounts of unstructured data – Big Data – that can contain significant business value for pattern detection, predictive analytics, or e-discovery. Yet Big Data is unwieldy, making it difficult to inject everyday decisions with insights that may lie buried within these new and immense pools of data.

With SAP IQ, you can analyze Big Data quickly and efficiently, and combine it with historical and operational data for more accurate insight and decision making. Big Data can be

accessed in place or, if it makes economic sense, moved into SAP IQ for further manipulation and analysis.

A broad choice of tools makes it easier for organizations to incorporate Big Data into operational processes, including native Hadoop and MapReduce programming frameworks, Predictive Model Markup Language (PMML) support, in-database capabilities, R language support, and a library of statistical and data-mining algorithms. All of these are supported within a common analytical framework, reducing complexity for data analysts.

SAP IQ enables organizations to uncover insights from Big Data faster and with less effort for a powerful competitive edge.

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SAP IQ makes it more practical to extend powerful on-demand analytics capabilities to large numbers of users and business processes across your entire organization. Customer service reps, field workers, and sales staff can have access to the most accurate, up-to-date information at interactive speeds.

Based on a shared-everything architecture, SAP IQ can readily support a wide range of tasks and many users and workflows – from complex analytics involving massive data sets to drill-down dashboards. Elastic grid

technology allows you to dynamically manage multiple analytics workloads across an expandable grid of computing resources dedicated to different groups and processes. As a result, you can help ensure reliable, consistent performance for thousands of concurrent users, ad hoc reporting, and data-driven processes across the entire enterprise.

This dynamic approach to workload optimization and scalability reduces the cost and effort of supporting ever-growing volumes of data and rapidly growing user communities.

With elastic grid technology, SAP IQ can help you overcome the scalability limitations of your data warehouse.

Proven technology for a wide range of analytics

Initially released in 1995, SAP IQ analytics server was the world's first commercial column-store relational database management system. Today, it is the leading column-based analytics platform in the world, with more than 4,500 installations in over 2,150 companies. It is the trusted repository for huge amounts of societal information including all U.S. federal tax returns, statistical measures in Canada, and citizen health information in South Korea. It is used by many of the largest commercial information providers in the world and also empowers more than 200 financial institutions worldwide with game-changing modeling and risk analysis.

Data-intensive organizations rely on SAP IQ for fast answers, accurate insight, and business-critical reporting. It is used to gauge marketing results, manage customer relationships, comply with strict financial and regulatory reporting requirements, and to help ensure financial controls and overall operational performance and alignment.

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SAP IQ, part of the SAP Data Management portfolio, gives customers a flexible means of addressing a wide range of data warehousing and analytics purposes.

Transform your business through deeper insight

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Faster answers to complex questions can transform the way companies compete and win through actionable intelligence delivered at precisely the right moment.

With SAP IQ as the foundation for your data warehousing, analytics, and business intelligence applications, you can equip larger numbers of decision makers with instant answers and insight – more affordably. SAP IQ is at the heart of next-generation business applications in a wide range of settings:

• In healthcare, more informed decisions enable executives and managers to improve cost savings, operational efficiencies, and patient care outcomes.
• In telecommunications, the ability to instantly detect and resolve network bottle-necks and outages from vast amounts of communications traffic means that providers can improve service and reduce turnover.
• In financial services, advanced analytics performed in real time allows firms to reduce excessive exposure to risk and manage compliance.
• For marketers, the ability to integrate in-store and online data into one marketing database can fuel more effective marketing campaigns, and trigger in-the-moment cross-sell and up-sell offers.

As a component of the SAP Data Management portfolio, SAP IQ works interchangeably with all SAP data management technologies for ideal price and performance choices across your entire IT landscape.

Summary
SAP® IQ software delivers speed and power for extreme-scale enterprise data warehousing and Big Data analytics with dramatic afford-ability and efficiency. Its column-oriented, grid-based massively parallel processing (MPP) architecture and patented data compression and indexing technologies let companies exploit the value of huge amounts of data at the speed of business.

Objectives
- Transform business processes through data-driven insight and answers
- Eliminate missed opportunities due to lack of information or untimely access
- Translate massive data sets into actionable insight for large numbers of people and processes
- Protect investments with solutions that complement and add value to existing landscapes

Solution
- Market-leading disk-based, column-oriented analytics platform
- Shared-everything MPP architecture
- Enhanced column store with extreme compression
- High-performance data loading for low-latency operational analytics

Benefits
- Tap into Big Data more efficiently
- Simplify IT complexity by unifying all sources of data
- Accelerate performance of extreme-scale enterprise data warehousing more affordably
- Improve performance of user-driven workloads
- Keep data private and secure with more efficient administration
- Help ensure availability of business-critical data

Learn more
To find out more, call your SAP representative today or visit us online at www.sap.com/iq.

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