Yellowbrick

Modernize your data warehouse for
Deeper, Real-Time Insights

Data analytics systems are cracking under pressure

At a time when company survival can depend on understanding the market better than the competition and taking action more quickly, existing data warehouses and data analytics systems are cracking under internal and external pressures.

Internal

- Data volumes and new data sources are growing
- Demand for more analytics is exploding
- Need for ad hoc analysis and real time data is increasing

External

- Data warehousing innovation has stalled
- Disruption is ongoing
- Existing analytics platforms are too expensive

Current solutions to relieve industry problems are traps

Unfortunately, the current data analytics solutions are traps. They don't meet all the requirements for handling rapidly evolving data volumes and analytical needs.

Legacy data warehouses
Very expensive, inflexible, complex, hard to manage

Data lake query engines
Slow and unreliable analytics at scale, complex, expensive to manage

Cloud-only data warehouses
Expensive at scale, unpredictable costs and performance, many workloads blocked, platform lock-in

It's time to modernize

90 percent of IT managers say it's critical to modernize their data warehouses

But how?

On-premises data warehouse
On-premises data warehouses provide complete control but falter on dynamic scalability, operational overhead, and agility

Cloud-only warehouse
Public cloud data warehouses may be less secure, data migration can be cumbersome, data access can be slow, and there can be hidden costs

Source: Propeller Insights online survey, spring 2020, 1,102 US IT managers of businesses with 1,000+ employees

Options in depth: Legacy data warehouses are a dead end

There's no doubt about the importance of data warehouses and analytics for today's businesses. But there is plenty of doubt about the ability of legacy data warehouse platforms, such as Netezza or Teradata, to meet today's needs.

Legacy platforms > IBM Netezza, Teradata, Oracle, SQL Server, Greenplum, Vertica

Consider just some of the problems with legacy data warehouse platforms:

> Extremely expensive to use and expand

> Slow and inflexible for certain queries

> Require an abundance of highly trained staff to maintain

> Have platform, space, and cost limitations

> Have difficulty supporting increasing numbers of concurrent users

> Slow performance characteristics impose limitations on data history and query types

> Can be difficult to effectively integrate real-time data or increase data volumes

> Can introduce end-of-life or ongoing support questions (IBM Netezza, for example)

Options in depth: Cloud-only data warehouses are unreliable at scale

While cloud-based solutions are good for some IT challenges, organizations are finding that performance, and often costs, are unpredictable at scale.

Cloud platforms > Amazon Redshift, Google BigQuery, Microsoft Azure Synapse, Snowflake

Unfortunately, cloud-based data warehouses have drawbacks when it comes to modernization:

Performance considerations
Cloud-based data warehouses can be slow and provide uneven performance, a problem that will only increase with larger numbers of concurrent users

Security implications
While cloud security is increasing all the time, many organizations are reluctant (or unable from a regulatory perspective) to move business-critical data to public clouds

Data migration issues
It can be time consuming and complex to move large amounts of data between the cloud and on premises, or other cloud providers, and continued data growth will only increase this problem

Lock-in
Once an organization has committed to a cloud-based data warehouse platform, it can be expensive and complex to migrate off that platform

The only modern data warehouse for real-time analytics: **Yellowbrick**

Yellowbrick is ideal for addressing the data analysis complexities and speed required to meet today's business pressures.

It allows you to build a real-time, standards-based analytics platform that leverages existing tools, models, and investments in the cloud or on premises while delivering scalability, speed, and detailed analyses of complex data sets.

Extend + Accelerate + De-Risk

Yellowbrick has reengineered how data flows across the enterprise with a modern data warehouse architecture.

Yellowbrick's hybrid cloud architecture runs the same on-premises as it does in the cloud, eliminating cloud migration risks.

Yellowbrick reduces management complexity by eliminating typical DBA tasks. And it meets all enterprise needs: security and compliance, availability, compatibility, and scalability.

100x
performance

1,000s
of concurrent users

PBs
of data

Cost
outstanding, predictable price/ performance

Yellowbrick delivers modernization without traps

The Yellowbrick hybrid cloud data warehouse completely changes data analytics possibilities with its modern architecture. It turns large, complex data sets into profitable business, and reduces transformation risk.

Gain a true **360-degree** view of customers via real-time access to more data

Unlock insights trapped in slow data warehouses or frozen data lakes

Get faster, more efficient reports for more users

Integrate more data and real-time data effortlessly

Safely extend and **accelerate** existing transformation strategies

Save on data center costs

CUSTOMER SUCCESS: Top 10 Financial Services Firm

Yellowbrick accelerates analytics for financial services firm

Challenge

A leading financial services firm with a large data lake created using MapR was struggling to deliver timely analytics performance and ways for its business users to take advantage of all the data in its data lake. The data lake was used for all business units' data on customer interactions, behaviors, and transactions.

Solution

Yellowbrick Data Warehouse implemented to provide real-time dashboarding and business intelligence.

Results

1,000s

of concurrent users

10x

faster

The Yellowbrick solution delivered enhanced ad hoc business analytics, providing access to fine-grained customer data and supporting expanded predictive analytics. It also provided significant gains in performance, with query results for 1,000s of users returning 10 times faster.

CUSTOMER SUCCESS: CATALINA MARKETING

Yellowbrick enables 182x better query performance for consumer analytics solution

Challenges

Catalina Marketing, the market leader in shopper intelligence and targeted in-store and digital media, faced problems when its IBM Netezza system could no longer support daily ETL processes and advanced analysis of data by the company's analytics team.

Solution

Catalina replaced its aging IBM Netezza system with the Yellowbrick hybrid cloud data warehouse, enabling its analytics team to run deep, complex queries on three years of point-of-sale data using tools such as SAS, R, and Python.

Results

> Up to 182x faster query performance
> Data load speeds of up to 10TB/hour
> More engineering resources for new product development
> Fast, low-risk migration from Netezza, completed in four months with minimal code rewrites
> 10U form factor, enabling deployment in an already full data center
> High reliability, with no moving parts or single point of failure

"Now that we no longer need to triage resource constraints day in and day out, we've been able to collaborate on the development of two new products—something that in the past we were unable to do.

LUIS VELEZ
Data Engineering Manager, Catalina Marketing

Yellowbrick adds value wherever the data is big

Financial Services

> Fraud/threat detection
> Risk analysis
> Financial services
> Investments
> Portfolio analysis
> Customer data
> Multi-channel
  experience

Telco & Manufacturing

> IoT sensors
> Supply chain
> Maintenance
> Production statistics

Retail

> Point of sale
> Banking services
> Consumer products
> Supply chain
> Trends
> Customer behaviors

Insurance

> Underwriting
> Rating
> Policies
> Risk management
> Claims

The world's largest enterprises run Yellowbrick

#1 Global Insurance Company

#1 Market Research Company

#1 Risk Analytics Company

Top 3 US Electronic Medical Records Provider

Top 5 Credit Card Company

Top 5 Global Logistics Company

Top 10 Global Telco

Top 10 Hospitality and Casino Operator

Yellowbrick is easy to try, easy to deploy

With Yellowbrick, there are no complex strategies required to modernize your existing data warehouse platform. Yellowbrick offers prospective customers the ability to test workloads on a live system as well as conduct a proof of concept (often remarkably fast) at the customer site before purchase. Yellowbrick can migrate all of an organization's data in just days, with a variety of benefits:

Slash operational costs
Yellowbrick is a self-contained database system, but compact, simple, and integrated. There's no need to provision storage or maintain file systems. No need for network administration. No operating systems to install. It's simple but powerfully effective.

Make DBAs' lives easier
Yellowbrick doesn't require indexes, cubes, vacuuming, or grooming. Many databases can run on one system, so DBA resources can be spent on adding value, not doing maintenance.

Increase reliability
Yellowbrick provides SaaS-grade reliability and offers a full spectrum of business continuity options..

Expand on demand
Yellowbrick supports on-the-fly expansion. Customers can simply add new nodes to the Yellowbrick system in seconds—the system will automatically make the new compute and storage capacity available.

Intrigued?

Find your biggest, most complex data set and most important business challenge and invite us in for a Yellowbrick proof of concept. We'll show you how high-speed data analytics can redefine your business opportunities.

yellowbrick.com/go/book-a-demo

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