



Top DBMS Insights From IT Executives

Understand the top DBMS trends, concerns, and demands in this study conducted by IDG Research

Executive Summary

NuoDB commissioned the following survey of top IT executives to help you and your peers understand the concerns and demands of the evolving DBMS market.

“By 2015, those who’ve modernized their information management capabilities will outperform their peers financially by 20%.”

*November 2013,
Gartner Predicts*

The survey was conducted by IDG Research Services, part of International Data Group (IDG), the world’s leading technology media, events and research company. Founded in 1964 and headquartered in Boston, Massachusetts, IDG products and services reach an audience of more than 280 million technology buyers in 97 countries.

The survey’s methodology and goals are to gain insight into:

- Top database management issues
- The importance of deploying applications in a consistent manner globally, today and in the future
- Attitudes toward moving away from/retaining SQL and evaluation of alternative platforms
- Important criteria when evaluating a database management system (DBMS)
- Preferred platform for deploying a transactional application and perceptions of the most cost effective platform.

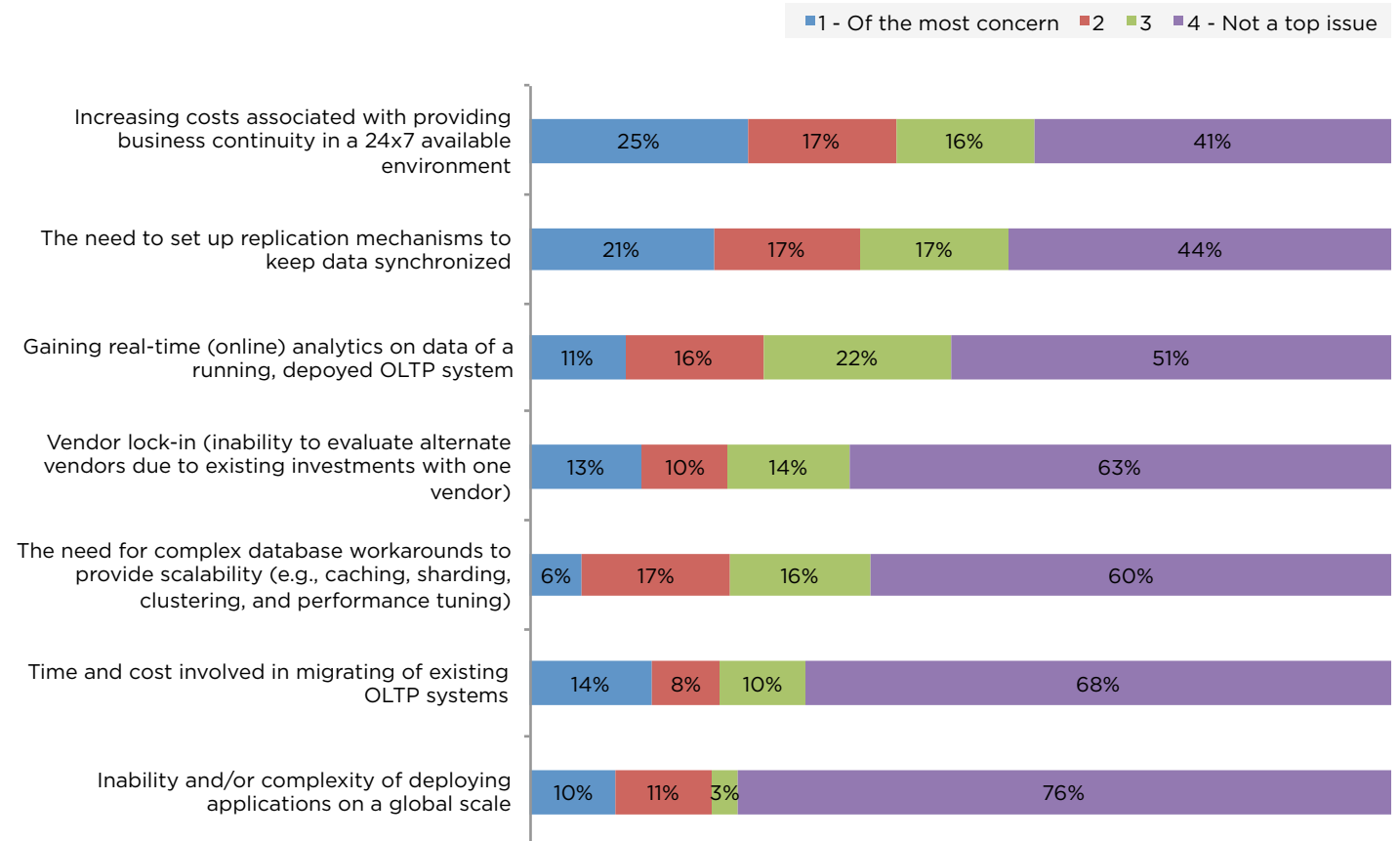
We at NuoDB hope you find this information useful in your research into the best database management system for your application. If we can assist you, please contact us at sales@nuodb.com.

You will find information about NuoDB at the end of the independent survey data.



Database Management Issues of Top Concern

- 25% said that the increasing cost associated with providing business continuity in a 24x7 available environment is their biggest concern
- 21% said their top concern is setting up replication mechanisms to keep data synchronized
- Around 13% of all respondents found vendor lock-in or the time and cost involved in migrating off their existing OLTP systems as top concerns



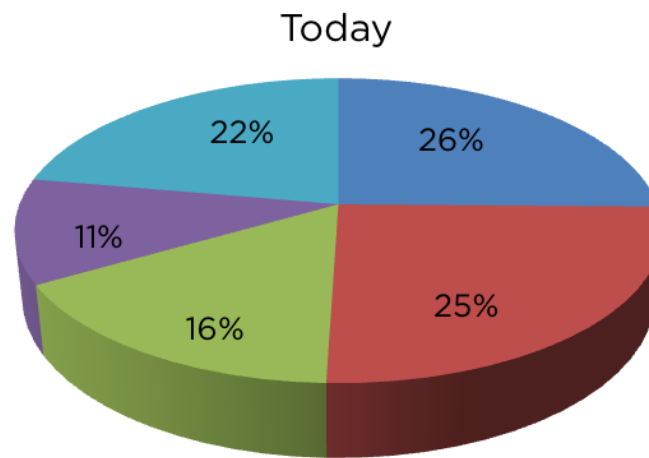


Survey

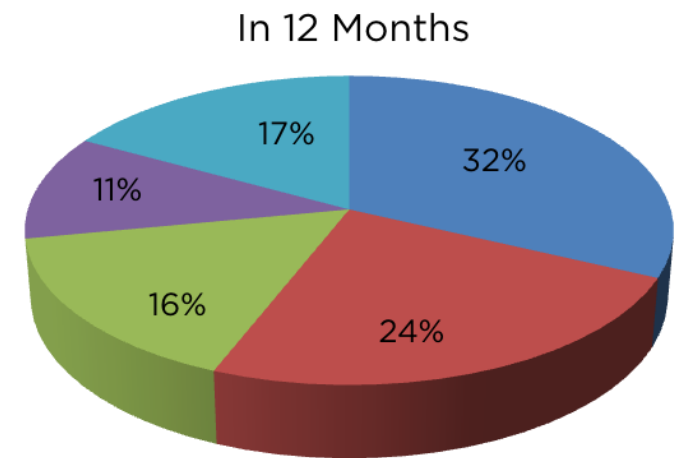
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How important is the ability to deploy applications in a consistent manner globally with the same level of performance and resilience you have locally?

- The ability to deploy applications at a high level on a global scale is of increasing importance
- 51% said it's currently very important or absolutely critical for them to deploy applications globally with the same level of performance and resilience they have locally
- In 12 months, survey respondents said that the importance of deploying applications globally in a consistent manner would increase to 56%. Only 17% said it won't be at all important



■ Critical
■ Very important
■ Somewhat important
■ Not very important
■ Not at all important



■ Critical
■ Very important
■ Somewhat important
■ Not very important
■ Not at all important

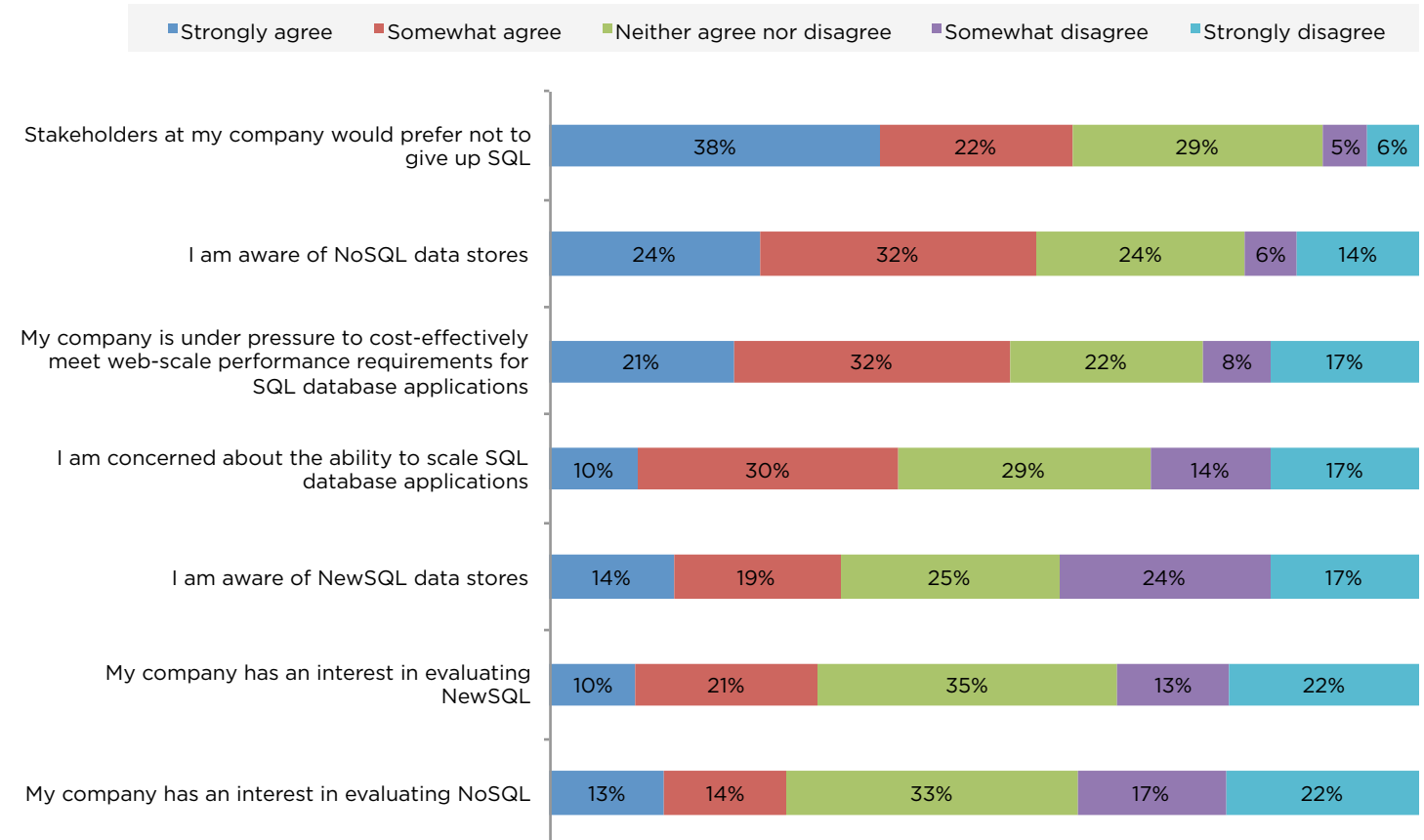


Survey

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Do you agree with the following statements?

- 60% said the stakeholders at their company favor keeping SQL as the preferred database query language
- Only 6% said stakeholders are absolutely set on moving away from SQL
- 40% said they're very or somewhat concerned with the ability to scale their (traditional) SQL database applications



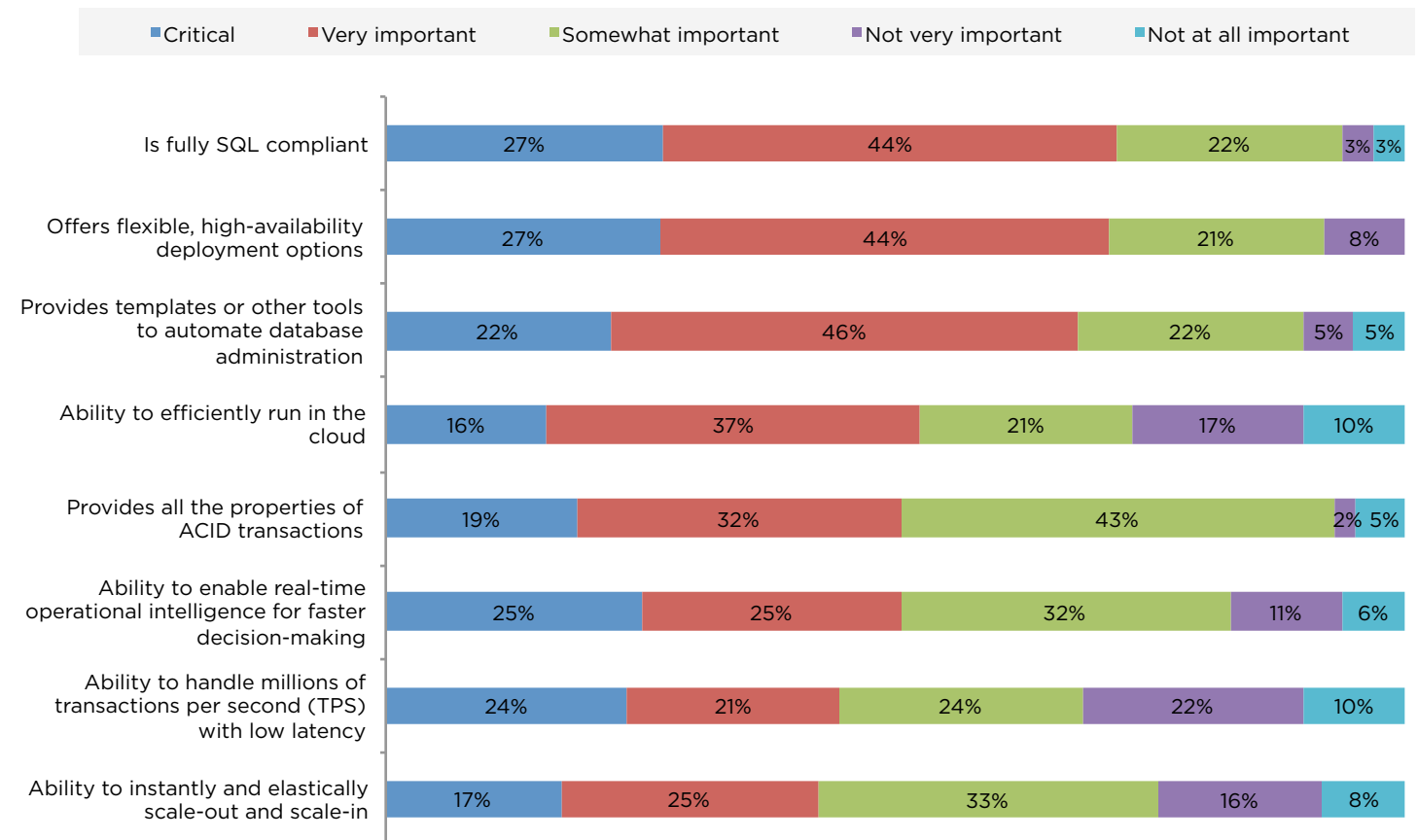


Survey

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When evaluating a database management system (DBMS), how important are the following criteria?

- 71% said that when evaluating a DBMS, it's very important or critical it is fully SQL compliant
- Another 71% said it's very important or critical that a DBMS offers flexible, high-availability deployment options
- 68% said that it's very important or critical a DBMS provides templates or other tools to automate database administration



About NuoDB

Everyday businesses face challenges with application deployments, maintaining business continuity, and providing outstanding application performance. NuoDB leads the industry with a distributed database management system to solve these problems.

NuoDB provides scale-out performance, continuous availability and geo-distributed data management. It's a single, logical database easily deployed in multiple locations simultaneously. This unique capability is unavailable in any other SQL product.

It's a true SQL service with ACID properties and relational logic, offering automatic redundancy, high availability and low latency. It's designed from scratch as a distributed system with no single point of failure to meet the needs of global businesses.

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