The Infobright Analytic Data Warehouse

In the always-on world of business analytics, data volumes are growing at breathtaking speed. Strategic decisions based on that data must be made fast. And they must be right.

While most businesses today rely on analytics, many have found that resource or budget constraints limit their ability to provide timely answers to all the questions their users want to ask. You may also be discovering that your current systems and solutions fall short in executing the complex queries that extract, analyze and turn that data into meaningful business information. As the amount of data increases in size and your information needs become more urgent, the problem only exacerbates.

Infobright has addressed these problems by developing a scalable, low-cost data warehouse. Specifically designed to be simple to implement and manage, this powerful solution delivers superior performance for complex queries. Furthermore, by eliminating the need for complex server and storage infrastructure, Infobright’s data warehouse costs a fraction of alternative solutions. Ideal for data volumes starting at 500GB, the Infobright data warehouse scales up to 30TB using a single, industry-standard server. Infobright offers both an open source product, Infobright Community Edition (ICE) and a commercial product, Infobright Enterprise Edition (IEE), to meet your needs.

WORK SMARTER, NOT HARDER

Infobright combines a column-oriented database with a unique self-managing, Knowledge Grid architecture that reduces administrative tasks by as much as 90%. Infobright eliminates the need to create specific schemas, create and maintain indexes, partition data, or do manual tuning. Instead, the Knowledge Grid automatically creates and maintains information about the data as it is being loaded, and uses it to optimize every query.

Load and Go

Information flows into the Infobright data warehouse at very high speeds and is compressed and stored in manageably-sized “data packs.” For increased efficiency and performance, Infobright compresses data up to 40:1, using algorithms tailored to specific data types.

“Today, the success of companies of all sizes, across all industries, depends on extracting critical business information from the massive volumes of data they collect. Just as open source software has disrupted operating systems, middleware, and databases, a new disruptor – the open source data warehouse – promises to make this technology available to a wider range of businesses.”

Claudia Imhoff
President and Founder
Intelligent Solutions
The Knowledge Grid then creates a highly compact set of metadata that contains statistical and relational maps of the contents of the data packs. As additional data packs are created or updated, metadata in the Knowledge Grid is automatically updated.

**Working Smart**
During query execution, Infobright continuously iterates over the Knowledge Grid to determine which data packs are relevant and decompresses only those packs. In a significant number of instances, Infobright resolves a query from the contents of the Knowledge Grid alone.

**A LOWER TOTAL COST OF OWNERSHIP**
Infobright delivers these advanced capabilities in the industry’s most cost-effective package. Users benefit from initial deployment.

**Reduced hardware requirements** – Unlike competitive solutions, Infobright’s efficient compression algorithms create a super-compact data footprint that significantly reduces storage requirements—even as data volumes continue to grow. Additionally, Infobright achieves performance gains through its radically different architecture, not from massive hardware systems.

**Ease of installation and implementation** – Infobright can be installed in minutes, and is up and running without requiring a DBA or hiring additional staff to maintain it. Data loads in near-real to real-time, and Infobright does not require physical data modeling, which consumes expensive IT resources.

**Effortless integration** – Infobright leverages MySQL, making seamless use of the mature connectors, tools and resources associated with this widely deployed open source database. This means that the commonly used BI and ETL tools such as Cognos, Business Objects, Jaspersoft, Pentaho, Talend and others can be used seamlessly.

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“Each month we process and analyze data generated by 20 billion online transactions. Advertisers throughout Europe rely on us to provide fast, actionable information from their digital marketing campaigns. We are pleased by Infobright’s performance and the fact that we now can get answers to questions we want to ask. Our IT group is impressed with how easy this solution is to maintain. We believe that Infobright will enable us to provide the service and responsiveness our customers demand.”

Ola Uden, Director, IT Projects
TradeDoubler

**Superior Investment Protection** – With its ability to run on off-the-shelf hardware, reduce total storage requirements, and optimize the efficiency of IT resources, Infobright significantly reduces the ongoing costs of system maintenance and administration. And because Infobright leverages existing business intelligence (BI) solutions and infrastructures, organizations protect their IT investments.

**The Scalable Data Warehouse for MySQL** – For MySQL customers whose data volumes have grown to 500GB and beyond, Infobright is THE scalable data warehouse solution. Integrated into the MySQL framework, MySQL users will see the same familiar interface they are accustomed to use.

**WHY INFOBRIGHT?**
If your organization is contending with dramatically increased data volumes, accelerating user demand, high customer expectations, and limited IT resources, Infobright’s advanced data warehouse architecture can help you regain control of your query operations, enable your IT team to focus on serving business users, and deliver results at the speed of business. Affordably.

**FOR MORE INFORMATION**
To learn more about how Infobright can help your company tackle its data analysis and management challenges and wrestle them to the ground, please visit us at www.infobright.com or contact us at 416.596.2483 x225