

IBM Db2 Big SQL & IBM Big Replicate Newsletter

10th July 2018

Inside This Issue

- 1 Big Replicate 2.12
- 1 DataWorks Summit 2018
- 2 Customer Advisory Board
- 2 DataWorks Sessions
- 3 DataWorks Sessions
- 4 Keynote, Cube interview
- 4 Pedestal demo

Highlights

Big Replicate v2.12 available!

DataWorks Summit's Customer Advisory Board was a great opportunity to introduce Db2 Big SQL to Hortonworks customers

Significant interest at DataWorks Summit sessions on Db2 Big SQL and pedestal demo for IHAH (IBM Hosted Analytics with Hortonworks)

IBM and Hortonworks partnership extends by offering new solutions in data management

Announcing IBM Big Replicate 2.12

IBM Big Replicate 2.12 will be available on July 13th!

IBM Big Replicate provides unparalleled, multi-directional replication technology that gives you consistent data everywhere, spanning platform and locations, even for changing data.

IBM Big Replicate provides unparalleled, multi-directional replication technology that gives you consistent data everywhere, spanning platform and locations, even for changing data.

In addition to being the ONLY replication technology today that ensures your Hadoop data is continuously available. This new release of Big Replicate also introduces Apache Hive, Apache Sentry, and Apache Ranger replication.

Leverage Big Replicate for your data migration, disaster recovery, and data science use cases. To learn more, read our full announcement blog: <https://developer.ibm.com/hadoop/2018/07/10/announcing-ibm-big-replicate-v2-12/>

DataWorks Summit in San Jose, CA

DataWorks Summit, world's premier big data community event for everything data, was held in San Jose, CA on June 18th – 21st, 2018. The inception of this conference was 11 years ago and called Hadoop Summit then.

In the early days, it used to be like a wild west of Hadoop technologists but it has now evolved as a conference where enterprises share their strategies, ideas, implementations of how they are using Hadoop for advanced analytics, data science and artificial intelligence (AI) to transform customer and product experiences at scale.

This year's conference had 2100+ attendees and offered a great opportunity to learn about the latest developments in the domain while networking with industry pioneers and peers. With digital transformation underway in many enterprises, this conference has become a must attend in recent times.



Customer Advisory Board (CAB)

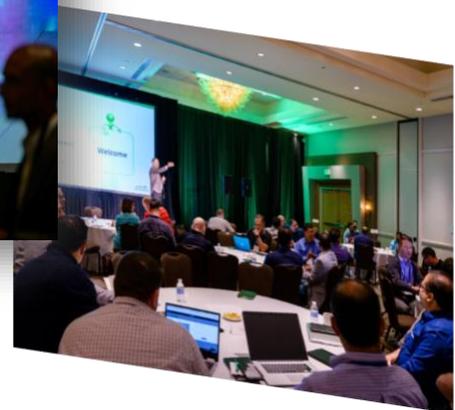
CAB was held on the first day of the conference as an invite only event. There were many Hortonworks Data Platform (HDP) and Hortonworks DataFlow (HDF) customers interested to learn about Hortonworks' strategy and roadmap. Some highly-interested topics were containerization & Cloud.

After the kickoff by Rob Bearden, CEO @ Hortonworks, Jamie Engesser, SVP Product Management @ Hortonworks, outlined strategies and the direction in which the products are moving towards. Once the presentations were done, the customers were asked to move to roundtable discussions which enables focused discussions on topics of interest.

Db2 Big SQL shared a table with Hive and HBase. There was quite an attendance at the table for both sessions when compared with other tables. Most of Hortonworks customers were not aware about Db2 Big SQL, so this gave a great opportunity to introduce IBM's SQL engine on Hadoop and how it complements Hive. Some highlights were:

- 2 round table sessions with ~15 attendees each
- All were Hive users and some HBase users. They asked why Hive cannot query HBase tables as well. This gave a good Segway for introducing Db2 Big SQL as it can query both Hive and HBase
- Many customers were looking to offload from Teradata and were curious to know how Db2 Big SQL is different from Teradata's Query Grid
- Customers considering building virtual data lakes (aka, data virtualizing) and high performance for complex queries were very interested to know more about Db2 Big SQL
- The fact that Db2 Big SQL provides an advanced SQL engine on open source file formats was the icing on the cake

*59 attendees from 41
companies attended
CAB*



Session: The convergence of reporting and interactive BI on Hadoop

Gustavo Arocena, Architect of Db2 Big SQL, presented an overview of different approaches of enabling OLAP in Hadoop and explained key technologies behind them. While there are solutions available, each comes with its own caveat. He gave a good session to educate the audience on the hiccups, and introduced Db2 Big SQL capabilities and it provides low latency response time with the use of Hadoop MQTs. The audience left the session by being better informed about the different technologies which will enable making the right decision for their use cases.

The session was well attended given that there were other sessions detailing on latest technologies at the same time. About 80 people attended this session.



With massive datasets and numerous parallel workloads, low latency for complex queries is becoming a need in Hadoop ecosystem

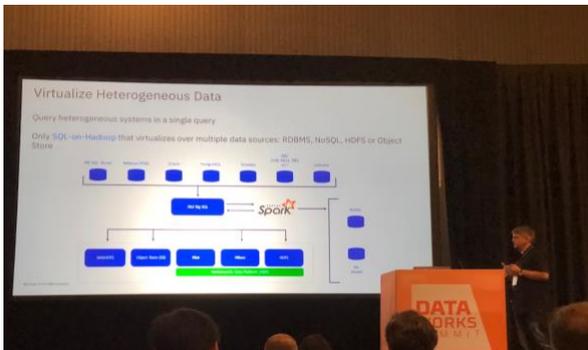
Session: Logical data warehousing for advanced analytics



Nagapriya (Priya) Tiruthani, Offering Manager – IBM Db2 Big SQL and Hebert Pereyra, Chief Architect – IBM Db2 Big SQL, introduced the Gartner invented term “Logical data warehousing” to the audience. Logical data warehousing is the solution to query data when it is disparate and accessible without data movement. This enables having enterprise wide data for deep insights on new opportunities or answers to business questions.

The session not only covered why businesses need logical data warehousing but also dove into technical aspects of how Db2 Big SQL enables those use cases. Hebert also gave a quick preview of the technical capabilities are soon becoming part of the product for enhanced data virtualization capabilities.

“We are having disparate data and want to learn how to query without duplicating data” – from an attendee



Db2 Big SQL's cost-based optimizer rewrites the query for best response time as well as optimized results datasets across the network

Many customers who attended the session said that it is one of the problems they currently face and are very interested to understand how they can overcome it. There were approximately 90 people in the audience and many walked up to the speakers after the presentation to know about the topic and about the product.

Session: Rating Loan applications to mitigate risks for Financial organizations using IHAH

Vinayak (Vin) Agrawal, Offering Manager - IHAH, presented a live demo of the new offering IBM Hosted Analytics with Hortonworks (IHAH) to the attendees of the conference. The demo focused on how IHAH brings together HDP as Data Lake, Db2 Big SQL as SQL-Engine and DSX as ML product, on a cloud offering to solve business problems that lending organizations face every day.

In the demo, a fictional organization Lending Umbrella uses HDP for scalable data storage, Db2 Big SQL to explore and understand the data and finally use DSX to create a ML model that can predict probability of a loan applicants' chances of paying back the loan.

The session was completely full and the attendees were completely engaged in the use case and the solution.

If you missed the demo at the conference, you can watch it here....

https://www.youtube.com/watch?v=Dlc2v_7NPGI&t=15s



DataWorks Pedestal Demo

Jessica Lee, Offering Manager – IBM Big Replicate, took the responsibility to showcase the new IHAH offering at the IBM pedestal. She presented the IHAH solution through-out the conference to educate attendees about the technologies and possible use cases for the offering. Attendees showed significant interest and enjoyed the demo.

IBM's Analytics General Manager's Blog

Rob Thomas, General Manager, IBM Analytics, has blogged about the partnership with Hortonworks and how the 2 companies have come together to offer the best solutions for data analytics at scale. He also shared his vision on how this partnership will be bringing new innovative solutions to market. Read more about it here....

<http://www.ibmbigdatahub.com/blog/teaming-data-ibm-and-hortonworks-broaden-relationship>

DataWorks Keynote and Cube interview

To know more about IBM's vision and strategy, check out the following links where leaders share their thots.

DataWorks Keynote [Rob Thomas, GM, IBM Analytics address starts at 38:00]: <https://www.youtube.com/watch?v=iOCplFjsLlo>

DataWorks Cube with Pandit Prasad, Offering management – Big Data, IBM Analytics: <https://youtu.be/UGOpFdar6D4>

More Resources:

More information on IBM Db2 Big SQL + Try the New IBM Big SQL Sandbox: [IBM Db2 Big SQL webpage](#)

More information on Hadoop: [IBM Hadoop webpage](#)

Explore technical topics and join the community: [Hadoop and Big SQL Community](#)

Find answers quickly: [IBM Db2 Big SQL Knowledge Center](#) and [IBM Big Replicate Knowledge Center](#)

Provide feedback and product improvement ideas: [Ideas Portal](#) (Choose Component: Big SQL)

Communicate with the IBM Db2 Big SQL Offering Team: bigsql@us.ibm.com

Keep up to date with IBM Db2 Big SQL news and announcements: Twitter: [@IBMBigSQL](#)

[Subscribe](#) [Unsubscribe](#)