

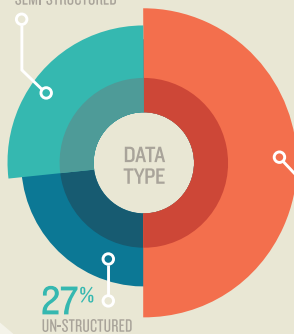


HOW WILL DBAs HANDLE

# BIG DATA?

WHAT IS BIG DATA?

21%  
SEMI-STRUCTURED



27%  
UN-STRUCTURED

VOLUME

2,837 EXABYTES  
2012

VARIETY

51%  
STRUCTURED

VELOCITY

1.7 BILLION  
MACHINE-TO-MACHINE  
WIRELESS CONNECTIONS  
BY 2017



40,000 EXABYTES  
2020

ALL DIGITAL DATA CREATED,  
REPLICATED, AND CONSUMED  
IN A SINGLE YEAR

1 EXABYTE = 1 BILLION GIGABYTE

1.8 MILLION  
LINES  
41 THOUSAND  
POSTS



EVERY  
60 SECS:

278 THOUSAND  
TWEETS



WHAT DOES BIG DATA  
REALLY LOOK LIKE FOR A DBA?



BIG DATA INCLUDES:

HADOOP

nosql

MORE RDBMS

BIG DATA PROJECTS  
BASED ON ORACLE  
AND/OR SQL SERVER

50  
PERCENT

30%  
OF ORGANIZATIONS ARE  
INVESTED IN BIG DATA NOW

8%  
OF BIG DATA PROJECTS THAT  
HAVE MADE IT TO PRODUCTION

88  
PERCENT

OF ORGANIZATIONS CITED  
STRUCTURED, RELATIONAL DATA  
AS THEIR PRIMARY BIG DATA TYPE

PLANNED DATA INVESTMENTS  
IN NEXT 12 MONTHS



64% NEW RDBMS  
TECHNOLOGIES

28% HADOOP  
TECHNOLOGIES

20% NoSQL  
TECHNOLOGIES

66  
PERCENT

OF IT LEADERS SAY THEIR DATA  
IS STORED IN DISPARATE SYSTEMS

HOW CAN DBAs CARRY  
THE BIG DATA LOAD?



INCREASE RDBMS  
PERFORMANCE

FIND AND FIX  
YOUR DATABASE  
PERFORMANCE IN

4  
CLICKS

UP TO  
10  
TIMES

IMPROVEMENT IN  
PERFORMANCE FROM  
FIXING POORLY  
PERFORMING QUERIES

WITH SOLARWINDS® DATABASE PERFORMANCE ANALYZER  
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Sources: IDC, EMC, Tata Consultancy Services Limited, The Emerging Big Returns on Big Data, Cisco Visual Networking Index, IBM, IBM Big Data, Qmee, BA, IDC, Enterprise Management Associates (EMA), Gartner, TDWI, TEK Systems, and Unisphere Research.  
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