

Skytide Analytical Platform for IBM DB2 9



Businesses today are faced with new information management challenges as volumes of new types of data are being generated, stored and managed. Much corporate information is locked in unstructured and semi-structured data sources such as XML that cannot be understood by conventional business intelligence systems. The ability to analyze a combination of XML and relational data is critical to extracting insight from this new business data in a timely, meaningful manner.

The Skytide Analytical Platform works seamlessly with DB2 9 to dramatically improve performance of XML data analysis. Together, these solutions provide the unique data management and analysis capabilities required to generate intelligence based on all available data, driving meaningful results that allow information workers to keep up with the rapidly changing business landscape.

A Leap Forward for Business Analytics

Skytide has revolutionized business analytics in three critical areas:

- Performs analysis across *all* enterprise data regardless of format and complexity;
- Delivers timely, more flexible analytics and reports for business users across the enterprise;
- Enables new types of analysis in dynamic and complex environments.

Tested Performance Improvements

Recent scalability tests conducted at the IBM Innovation Center in San Mateo, California, have demonstrated 30+ times better performance in building cubes over XML data when Skytide Analytical Platform and IBM DB2 9 were used together. Skytide sends XPath expressions to DB2, leveraging DB2's hybrid engine and XML indexes to only read the data that matches the cube definition.

For example, building a cube from 10GB of XML data stored in DB2's pureXML storage took Skytide just 1 minute 18 seconds as compared to 39 minutes when the same XML data was stored in CLOBs or the file system. The same test was conducted over a 100GB data tests where the cube was built in just under 15 minutes, proving near-linear scalability of the Skytide/DB2 9 solution.

Once the cube was built, a variety of complex analytical queries showed second and sub-second response times. The data set analyzed was that of the TPoX benchmark

Joint Solution

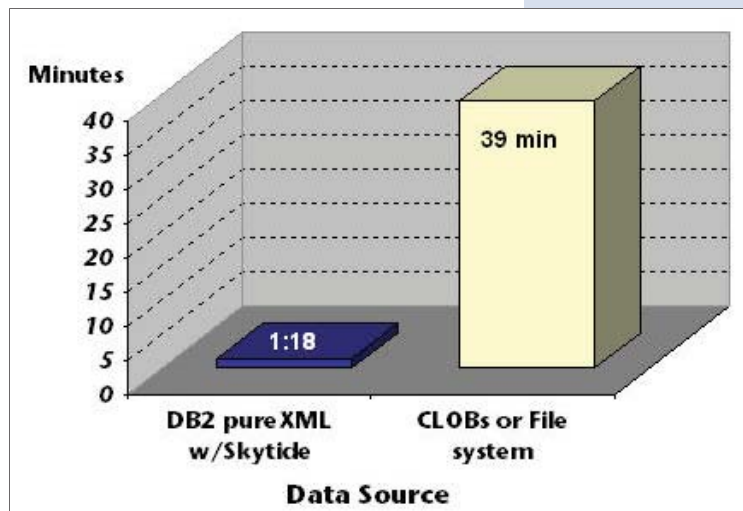
Skytide Analytical Platform and IBM DB2 9:

- Enable analysis of all data – complex, dynamic, structured, or unstructured
- Provide a fast, flexible, and comprehensive resource for business intelligence.

Benefits

- Greater insight through unified multidimensional analysis of XML data and other complex data formats.
- Easily updated models and rapid time-to-analysis accommodate dynamic business needs.
- An open, standards-based platform leverages existing investments and delivers reports in familiar desktop tools.

Tests showed dramatic performance improvements when DB2 9 and Skytide were used together



"The Skytide Analytical Platform is able to perform up to 30 times faster by taking advantage of XQuery support and the ability to index XML content in DB2 9. Our customers rely on Skytide as the primary platform to analyze terabytes of diverse data sources, driving meaningful results to business users across the enterprise."

Chris Davis, VP Business
Development
Skytide

Business Need

Rapid, flexible analysis of structured and unstructured data to improve business performance and respond quickly to ever-changing markets and customer needs.

Why IBM

Only native XML support in DB2 9 and Skytide allows businesses to analyze XML and non-XML information in its original format without requiring custom development efforts. Find out more at: www.ibm.com/db2/xml

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(<http://tpox.sourceforge.net/>) that models a financial scenario with millions of FIXML messages (Financial Information eXchange protocol).

Skytide works with DB2 9 to deliver enterprise-level performance to XML analytics, opening up volumes of XML data for analysis that can drive smarter, faster business decisions by information workers across an organization.

Analyze All Enterprise Data

Skytide uses XML to integrate disparate, complex data sources as a single multidimensional model. Skytide adds previously hidden gold mines of unstructured data sources – website traffic logs, email, and call center records – to traditional structured information sources such as transaction systems. Skytide exploits the pureXML features in DB2 9 to analyze XML source data with maximum performance and avoids costly data transformations. The Skytide multidimensional modeling and querying engine extends the XQuery- and SQL-based standard query capabilities of DB2 9.

Perform Fast, Flexible, Analytics

Unlike traditional business intelligence (BI) solutions, Skytide allows business users and decision makers to develop and revise analysis and reports quickly and easily across multiple, diverse data sources and complex data formats with very little IT support. Traditional shredding of XML data into relational tables is time consuming and error-prone and requires manually structuring the data and then worrying about its completeness, fidelity, and usefulness for analysis. Skytide instead uses a patented XML analysis technology that enables users to create analytical models in a simple one-step process directly from data sources, which lets users focus on harvesting critical insight from the data quickly and with unprecedented flexibility.

Deliver New Types of Analysis

The XML, XPath, and dimensional modeling technology underpinnings allow Skytide to apply unique analytical techniques, such as "Path Analysis" and "Entity Matching," to common business analysis. For example, Path Analysis tracks a series of related user actions across contact channels, such as email, phone, and websites, to reveal underlying customer behaviors. This provides more meaningful information about actions taken by customers and prospects, explaining, for example, *why* customers bought a specific product instead of just tracking the numbers of items purchased.

The combination of Skytide and DB2 9 unites best-of-breed XML analytics with a powerful native XML and relational database system to enable a new paradigm in business analysis applications. Skytide with DB2 9 provides insight into customer behavior that improve loyalty and lifetime value, and visibility into business operations that reduces operating costs and business risk.

Put Skytide to Work for You

Discover how the Skytide Analytical Platform can uncover the power of your data. Contact us today at info@skytide.com or 650.292.1900.

About Skytide

Skytide delivers business analytical solutions that provide timely and unprecedented insight into the constantly changing environment in which today's businesses operate. The XML-based Skytide Analytical Platform is the first and only solution available today that can understand complex data from virtually any source, including unstructured data such as XML and HTML, delivering the visibility necessary to make critical business decisions. Skytide customers include Fortune 1000 companies across a wide range of market segments, including manufacturing, financial services, healthcare, utilities, and retail. Founded in 2003, Skytide is a privately held, venture-backed company headquartered in California's Silicon Valley.

