



THE SECOND ANNUAL

BIG DATA SOURCEBOOK

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database
TRENDS AND APPLICATIONS

BIG DATA SOURCEBOOK

This fall, *Database Trends and Applications* magazine will be publishing the second annual ***Big Data Sourcebook***.

When we launched the *Big Data Sourcebook* last year, we did so because we'd seen a ton of hype around Big Data, but no resources that offered practical advice and real direction to help IT and business stakeholders take action on the various challenges and opportunities today.

And we were right! The *Big Data Sourcebook* received over 1,500 downloads from www.dbta.com in no time at all; professionals from nearly every industry vertical imaginable. You can check out a sample of the types companies that came looking for Big Data answers on the next page.

This year, the stakes are even higher. The interest and activity around Big Data continues to grow. In a recent study conducted over the subscribers of *Database Trends and Applications*, 22% of organizations surveyed reported Big Data initiatives currently in production while 35% reported projects planned within the next 12 months.

More and more organizations are coming around to the idea that if they want to stay competitive, they have to be able to compete on analytics. The *Big Data Sourcebook* is your opportunity to put your product or service front and center in this vibrant marketplace.

Published in print and as a special PDF download for registered viewers, the *Big Data Sourcebook* brings together the leading experts to deliver deep insights into the current trends, challenges and opportunities for businesses. This special publication will reach over 20,000 in print and over 300,000 through online, email and email newsletter promotion.

We have designed a unique and affordable marketing program for vendors interested in amplifying awareness and demand for their solutions. Whether you decide to be a Diamond, Platinum, Gold, or Silver sponsor, participation in the *Big Data Sourcebook* will make sure you are on the minds of IT and business stakeholders seeking solutions for all facets of Big Data.

We hope you'll join us and be a part of this unique publication for 2014.

TOM HOGAN, Publisher

Big Data Sourcebook and *Database Trends and Applications* magazine

BIG DATA SOURCEBOOK

Circulation: 20,000 print copies + PDF Download Viewers

Here's what you'll find in the *Sourcebook*:

THE BIG DATA OPPORTUNITY

An in-depth analysis of the entire Big Data ecosystem

RESEARCH HIGHLIGHTS ARTICLE

Unisphere Research, in partnership with our Diamond Sponsor, will be conducting a major research study on the current state of Big Data initiatives in the marketplace: the key challenges, opportunities, technologies, and approaches being evaluated and adopted, and the successes. This article will highlight the key findings.

"STATE OF" ARTICLES ...

A look at the major developments during the last 12 months and a look toward the next 12 months in eight separate articles:

- Data Management
- Security & Governance
- Business Intelligence & Analytics
- Data Warehousing
- Cloud
- Data Integration
- Social Media
- Data Quality & MDM

TOP COMPANIES AND PRODUCTS IN DATA ...

A summary of *Database Trends and Applications* magazine's three major company and product award recognition programs, including the "Top 100 Companies in Data," the "Trend-setting Products in Data," and the "DBTA Readers' Choice Awards."

BIG DATA DIRECTORY ...

Highlight your company, products, or services with a Solutions Directory listing in the *Sourcebook*. Listings are positioned alphabetically, and your company can index its solutions in one of our eight categories—Data Management, Security & Governance, Business Intelligence & Analytics, Data Warehousing, Cloud, Data Integration, Social Media, and Data Quality & MDM.

Professionals who downloaded the *Big Data Sourcebook* last year represented a wide array of companies interested in Big Data. Here is a small sampling of the companies represented:

Accenture
Air India
Alaska Airlines
Allstate
Amazon
American Board of Pediatrics
American Express
Amtrak
AOL
AstraZeneca
AT&T
Bank of America
Barclays Bank
Bloomberg
Booz Allen Hamilton
Bristol-Myers Squibb
Bureau of Meteorology,
Australia
Capital One
Caterpillar, Inc.
Chrysler
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JP Morgan Chase
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Liberty Mutual Insurance Co.
Los Alamos National Lab
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Nationwide Insurance
NEC
NetJets
NYC Housing Authority
Oracle
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QVC
Sallie Mae
Social Security Administration
Staples, Inc.
State of California
Target
The Clorox Co.
The Home Depot
The Walt Disney Co.
Traveler's Inc.
Tribune Media Services
United States Marine Corp.
Verizon
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Volvo
Vonage Networks
Walgreens
Wells Fargo
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AD SPACE DEADLINE	September 24, 2014
INDUSTRY DIRECTORY and DISPLAY AD MATERIAL DUE	October 8, 2014
MAIL DATE	November 2014

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DIAMOND SPONSORSHIP

Benefits include:

- Exclusive Research Report

Unisphere Research, the research division of *Database Trends and Applications*, has produced more than 100 studies covering key issues in data management and analysis. Sponsoring a Unisphere Research study delivers high-profile, independently-validated thought leadership content for distribution via live, electronic, and print channels. Unisphere Research manages all aspects of your project on a turnkey basis, from questionnaire development through to final report issuance

Sponsor Benefits include:

- Full input and final approval on the survey topic and questionnaire.
- Opportunity to submit up to five proprietary questions, the results of which are disclosed only to the sponsor.
- Graphic advertising (including links) on the first outbound survey participation wave and the final report alert wave sent to more than 35,000 *Database Trends and Applications* subscribers (Graphic is 250x 400 pixels; 25K maximum file size).
- Logo prominently featured on the front cover of the 25–30-page final report that is distributed to the respondents and housed on www.dbta.com.
- Full attribution in all news coverage of the survey on www.dbta.com, the *Database Trends and Applications* family of email newsletters and the *Big Data Sourcebook*.
- Use of the final report as a download deliverable on your website, as the basis for a webcast, as the source piece for a press effort and as a lead-generation tool online.
- Availability of a Unisphere Research analyst for interviews by interested media.
- Two pages of Sponsored Content (1,500 words) in the *Big Data Sourcebook*. Topics can be wide-ranging, but must be related to Big Data. Sponsors will receive all leads captured from downloads the *Big Data Sourcebook*, fully screened and cleansed.



- One full-page display advertisement in the *Big Data Sourcebook*.
- One 100-word listing featuring your company logo and contact information in the Big Data Directory (featured in the *Big Data Sourcebook* and www.dbta.com).

Total Cost: \$14,950

(Only one available)

PLATINUM SPONSORSHIP

Benefits Include:

- One page of Sponsored Content (750 words) in the *Big Data Sourcebook*. Topics can be wide-ranging, but must be related to Big Data. Sponsors will receive all leads captured from downloads the Big Data Sourcebook, fully screened and cleansed.
- One full-page display advertisement in the *Big Data Sourcebook*.
- One 100-word listing featuring your company logo and contact information in the Big Data Directory (featured in the *Big Data Sourcebook* and www.dbta.com.)

Total Cost: \$3,950

GOLD SPONSORSHIP

Benefits Include:

- One full-page display advertisement in the *Big Data Sourcebook*.
- One 100-word listing featuring your company logo and contact information in the Big Data Directory (featured in the *Big Data Sourcebook* and www.dbta.com.)

Total Cost: \$1,950

SILVER SPONSORSHIP

Benefits Include:

- One 100-word listing featuring your company logo and contact information in the Big Data Directory (featured in the *Big Data Sourcebook* and www.dbta.com.)

Total Cost: \$500

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Progress | DataDirect

Does Big Data = Big Business Value?

WITH BIG DATA, the world has gotten far more complex for IT managers and those in charge of keeping a business moving forward. So how do you simplify your architecture and operations while raising the value of the innovative tools you've crafted to meet your business goals? With the emergence of simple key/value type data—such as MongoDB, Cassandra, social media databases, and Hadoop—data connectivity is evolving to meet requirements for speed and consistency.

AN EXAMPLE

Every year, NASA and the National Science Foundation host a contest across the scientific communities, the results often resonating in both the academic and business worlds. The latest challenge: How can organizations pull together all the right data from a variety of sources, before performing analysis, drawing conclusions and making decisions? Sounds like big data, right?

Consider the problem of determining if life ever existed on Mars. A huge variety of data collected by the Mars rover is fed into clusters of databases around the world. It then gets transmitted as a whole to a variety of data sets and Hadoop clusters. What do we do with it? How does the scientific community organize itself to deal with this influx?

There are similar examples in every industry, all leading to key integration challenges: How do we make dissimilar data sets uniformly accessible? And how do we extract the most relevant information in a fast, scalable and consistent way?

The problems of data access and redundancy are complicated by three additional data processing realities:

1. Big data is driven by economics. When the cost of keeping information is less than the cost of throwing it away, more data survives.
2. Applications are driven by data. Big data applications drive data analysis. That's what they're for. And they all have the same marching orders: Get the right data to the right people at the right time.
3. Dark data happens. Because nothing is thrown away, some data may linger for years without being valued or used. This "dark data" might not be relevant for one analysis, but could be critical for another. In theory and in future practice, nothing is "irrelevant."

THE BIG DATA MARKET

According to a recent Progress DataDirect survey, most respondents use Hadoop file systems or plan to use them within two years. Respondents also included Microsoft HD Insights, Cloudera, Oracle BDA and Amazon EMR in the list of technology they plan to use in the next two years. This indicates the growing market awareness that it is now economically feasible to store and process many large data sets, and analyze them in their entirety.

The survey also asked respondents to rank leading new data storage technologies. MongoDB and Cassandra have both gained a large foothold. Progress DataDirect will soon be supporting them.

TECHNOLOGY ADDRESSES THE NEED

Market growth and maturation has led to new approaches for storage and analysis of both structured and multi-structured data. Recent breakthroughs include:

- Integration of external and social data with corporate data for a more complete perspective.
- Adoption of exploratory analytic approaches to identify new patterns in data.
- Predictive analytics coming on strong as a fundamental component of business intelligence (BI) strategies.
- Increased adoption of in-memory databases for rapid data ingestion.
- Real-time analysis of data prior to storage within the data warehouses and Hadoop clusters.
- A requirement for interactive, native, SQL-based analysis of data in Hadoop and HBase.

As the cost of keeping collected data plummets, new data sources are proliferating. To address the growing need, organizations must be able to connect a variety of BI applications to a variety of data sources, all with different APIs and designs—without forcing developers to learn new APIs or to constantly re-code applications. The connection has to be fast, consistent, scalable and efficient. And most importantly, it should provide real-time data access for smarter operations and decision making.

SQL connectivity, the central value of our Progress DataDirect solutions, is the answer. It delivers a high-performance, scalable and consistent way to access new data sources both on-premise and in the cloud. With SQL, we treat every data source as a relational database—a fundamentally more efficient and simplified way of processing data.

PROGRESS DATADIRECT
www.datadirect.com

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Attunity is a leading provider of data integration software solutions that make Big Data available where and when needed across heterogeneous enterprise platforms and the cloud. Attunity solutions accelerate mission-critical initiatives including BI/Big Data Analytics, Disaster Recovery, Content Distribution and more. Solutions include data replication, change data capture (CDC), data connectivity, enterprise file replication (EFR), managed-file-transfer (MFT), and cloud data delivery. For 20 years, Attunity has supplied innovative software solutions to thousands of enterprise-class customers worldwide to enable real-time access and availability of any data, anytime, anywhere across the maze of systems making up today's IT environment.

Learn more at www.attunity.com.

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AD MATERIAL SUBMISSION INSTRUCTIONS

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