

WAREHOUSE OPTIMIZATION

Ten considerations for choosing/building a data warehouse

There is healthy competition in data warehousing, with more than 20 vendors competing for the attention of would-be customers with a variety of technologies, architectures and implementation methodologies.

IM | INFORMATION MANAGEMENT

4 FINDINGS

- The two major challenges faced by data-warehousing vendors and users are the rapidly growing volumes of data to be stored and processed, and increased demand for quick results. **PAGE 7**
- The data-warehousing market is dominated by Oracle, IBM and Teradata, thanks to Teradata's first-mover advantage and the dominance of IBM and Oracle in the operational DB market. **PAGE 4**
- Recent years have seen an explosion in the number of vendors targeting the data-warehousing sector with products specifically developed to support analytical workloads. **PAGE 1**
- While debate over competing technologies continues, consensus has been reached in a number of areas, driven by customer demand and market economics. **PAGE 30**

5 IMPLICATIONS

- There is an abundance of choice for would-be data-warehouse adopters, but with choice comes potential confusion for users. **PAGE 1**
- Practical demands have dictated that a combination of distributed and centralized architecture is most appropriate for modern systems. **PAGE 18**
- A business-process-led approach to warehouse creation will come into greater focus for enterprises as the underlying technologies continue to mature and agreement is reached on the best methods to combine various approaches. **PAGE 27**
- Cloud computing should be considered another deployment option, and while there are few examples of adoption at this stage, we do expect both public and private clouds to become attractive to users. **PAGE 13**
- Many new data-warehousing startups are targeting opportunities among SMBs, rather than competing directly with Oracle, IBM and Teradata. Thus, we believe some smaller vendors are attractive acquisition targets. **PAGE 34**

1 BOTTOM LINE

- The data-warehousing sector is a vibrant and growing market being driven by both customer demand and vendor competitiveness. There are long-term questions about whether the sector can continue to support a large volume of vendors, particularly given increasing signs of consensus over previously differentiating technologies. As the market continues to mature, differentiation among vendors will shift from a focus on specific technologies to a reflection of various business processes.

SEPTEMBER 2009

REPORT SNAPSHOT

TITLE	Warehouse Optimization
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RELEASE DATE	September 2009
LENGTH	58 pages

ABOUT THIS REPORT

The data-warehousing sector is a vibrant and growing market being driven by both customer demand and vendor competitiveness. There are long-term questions about whether the sector can continue to support a large volume of vendors, particularly given increasing signs of consensus over previously differentiating technologies. As the market continues to mature, differentiation among vendors will shift from a focus on specific technologies to a reflection of various business processes.

The trends driving the adoption of data-warehousing products – increasing volumes of data and the need to identify and analyze key data to make rapid business decisions and stay ahead of industry trends and the competition – are pervasive and perpetual. Although consolidation and market maturity have reduced the number of vendors competing for overall leadership of the sector, there is still healthy competition in data warehousing, with more than 20 vendors competing for the attention of would-be customers with a variety of technologies, architectures and implementation methodologies.

This report provides an overview of the data-warehousing vendor landscape, as tracked by The 451 Group, and examines the business and technology trends driving this market. It identifies 10 key technology trends in data warehousing and assesses how they can be used to choose the technologies and vendors that are best suited to a would-be customer and its specific application.

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