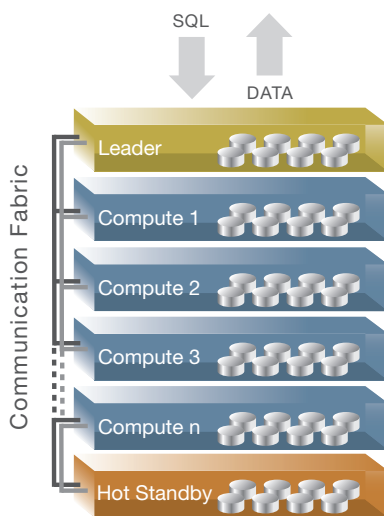


## Get High-Stakes Business Advantage From Analytics

Your data is varied. It could be live click-streams or in-store transactions; and it may be from multiple sources. And this data is relentlessly accumulating; taxing your already strained resources. Despite having all this information stored, quickly running complex analytics in order to leverage the timeliness and relevance of this information remains one of the CIOs' largest challenges. The ParAccel Analytic Database (PADB) enables you to take advantage of the industry's highest performing analytic database, in conjunction with advanced analytics, PADB blows past analytic barriers to get to answers in timeframes that matter.



### HIGHLIGHTS:

**Columnar Orientation.** PADB stores and accesses data by columns, not rows, to reduce I/O processing by many orders of magnitude over conventional RDBMS.

**Adaptive Compression.** Reduces the size of data to speed up I/O, CPU and interconnect processing. Compression ratios average 4:1 or higher depending on the data. PADB's adaptive approach automatically selects the most appropriate compression.

**Massively Parallel Processing (MPP) GRID.** For lasting, scalable performance and fault tolerance, PADB uses a shared-nothing MPP approach for simultaneous execution across the nodes.

**Scalable Communication Fabric.** ParAccel's custom protocol on standard gigabit Ethernet delivers exceptional performance for parallel workloads.

**Linear Scalability.** For predictable performance as your data grows, only PADB has proven linear scalability in fully-audited industry benchmarks.

**Schema Neutral.** PADB's unique flexibility helps you quickly leverage data whether its design is normalized, denormalized, or dimensional. PADB is not limited to star schema and has proven, breakthrough performance

on highly normalized data and ad hoc queries.

**Load-And-Go.** To get you up and running quickly, PADB is designed like an appliance to install simply and be ready for data after just a few settings. PADB can also come pre-installed on your favorite standard hardware brand.

**Flexible Expansion.** Add Compute Nodes as you need. With PADB there is no requirement to add whole or half racks.

**Runs on all Hardware.** PADB can run on your favorite brand of hardware for investment protection and low TCO.

**All-In-Memory Option.** PADB can run all-in-memory to deliver extreme performance without extreme cost.

**San-Attached Option.** PADB can be implemented as a powerful data warehouse appliance with the availability and manageability of an enterprise solution.

**Extensible Analytics.** PADB supports advanced analytics directly in-database. Use custom analytics or easily deploy third-party functions and get orders of magnitude better performance as well as the ability to integrate with new data processing approaches such as Hadoop/MapReduce.

## FEATURES AND BENEFITS

### ParAccel Solves Your Most Urgent Analytics Problems and Liberates you from the Challenges of:

- Vast Data - Rapid analysis of the freshest data possible - from an unlimited number of sources, all with deep historical context
- Profound Complexity - Find and examine patterns, relationships, and correlations through complex and predictive analyses
- Operational Agility - Rapidly iterate and explore hypotheses to respond to business threats or opportunities instantly
- Analytic Silos - Quickly incorporate custom and off-the-shelf advanced analytics using existing skill sets across multiple teams and scenarios.

ParAccel enables you to succeed in time frames that matter at the best price/performance in the industry

### ABOUT PARACCEL

ParAccel is the developer of ParAccel Analytic Database (PADB), the world's fastest, most cost-effective platform for empowering data-driven businesses. Tackle the most complex analytic challenges and glean ultra-fast deep insights from vast volumes of data. Data-driven businesses in financial services, retail, health care, government and more are taking advantage of ParAccel to tackle critical, time-sensitive questions outside the scope of conventional data warehouses and existing analytic tools.

For more information please contact us at [info@paracel.com](mailto:info@paracel.com) or 866.903.0335.

### FAST AND SCALABLE

Columnar Orientation	Optimizes data retrieval for analytic processing efficiency
Adaptive Compression	Maximizes memory efficiency and effective scan speed
Omne Optimizer	Accelerates complex queries using patent-pending cost-based query optimization techniques
Scalable Communication Fabric	Delivers linear scalability for high performance MPP supercomputing with flexible expansion options
Parallel Loading	Reduces data acquisition time and ensures load scalability
Blended Scan	Balances I/O and storage across local disks and SAN for greater performance
Memory Biased	Seeks opportunities for in-memory processing and enables all-in-memory
Extensible Analytics	Runs advanced analytics directly inside PADB as a "Class A" object to deliver dramatically better performance

### SOPHISTICATED, YET SIMPLE

Built for BI	Reduces TCO with built-in performance and manageability
Fully Transactional	Meets ACID requirements (Atomic, Consistent, Isolated, Durable)
Complex Joins	Efficiently plans queries with unlimited table joins
Load-and-Go	Ensures quick setup—ready for queries in minutes
Schema Neutral	Speeds implementation and design, facilitates Operational Data Stores
Supports Standard Interfaces	Uses existing developer skills (ANSI SQL, ODBC and JDBC)
Extensible Analytics	Scalar UDF's allow custom extensions inside the database
SQL Compatibility	Functions and language support to ease Oracle and SQL Server migrations
Window Aggregates	Supports standard SQL:2003 functions for advanced window partitioning, ordering, and framing
Column Encryption	Secures data from unrestricted access
System Tables	Simplifies capacity and performance management and administration

### ENTERPRISE READY

Auto Failover and Rebalance	Continues processing with minimal disruption and optimal performance
SAN Integration	Leverages enterprise data management solutions for HA, DR, backups and cloning

### AFFORDABLE

Unbeaten Price-Performance	Core for core, the best analytic performance money can buy
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