

# Making complex data simple and accessible with hybrid data management

## Why data access matters

### 2.5

quintillion bytes of data are created per day—Domo<sup>1</sup>

Mountains of data are created daily in various forms and speeds from structured to unstructured, streaming events to transactional, increasing the complexity to capture and manage data for insights.

### <0.5%

of all data is analyzed and used—Forbes<sup>2</sup>

Unfortunately to keep up with data's growing complexity, data management itself became complex, with varied deployments, multiple clouds, and a mix of databases, warehouses, Hadoop and event stores.

### 10%

better data accessibility can net **USD 65 million** more income—Forbes<sup>2</sup>

Data is valuable, but only if it can be accessed and manage properly. To unlock the most value from data, businesses must make it available for analysis across the organization.

## Properties of a sound hybrid data management architecture



### Robust hybrid integration and cloud agility

Join on-premises, hosted, private and public cloud options that dynamically scale compute and storage to optimize resources.



### All data types, speeds and workloads

Capture and use data ranging from structured to unstructured for transactional and analytics workloads from historical, event-stores, and Hadoop repositories.



### Integrated analytics and machine learning (ML)

Embedded analytics and ML drive deeper insights, faster while expanding self-service capabilities for better data-driven decision making.



## The IBM perspective on hybrid, multicloud architectures

### 1 license

for all data management needs

Transfer entitlements across databases, warehouses, data lakes, and fast data options on-premises and cloud without procurement delays or data transfer fees.

### Common SQL engine

across all solutions

Write queries and apps once and run them across different data management solutions without recoding or moving data to save time and effort using the IBM Db2 family's [common SQL engine](#).

### AI database

for a modern data infrastructure

Accelerate AI app development with embedded data science tools while enhancing data management performance and agility with built in ML powered query optimization, and confidence-based query capabilities.



## Learn more about the benefits of AI-infused hybrid data management

Learn more



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<sup>1</sup> [www.domo.com/solution/data-never-sleeps-6](http://www.domo.com/solution/data-never-sleeps-6)

<sup>2</sup> [www.forbes.com/sites/larrymyler/2017/07/11/better-data-quality-equals-higher-marketing-roi/#256793f47b68](http://www.forbes.com/sites/larrymyler/2017/07/11/better-data-quality-equals-higher-marketing-roi/#256793f47b68)

