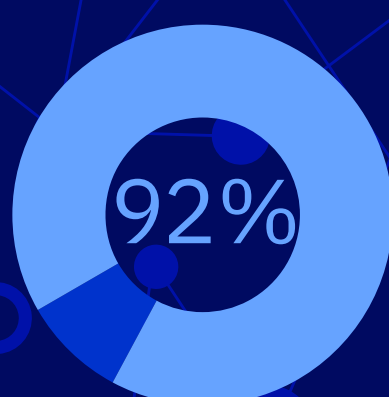


# What could you do with an elastic, cloud-based data warehouse?



Across industries, organizations are moving more workloads to the cloud.



92% of all workloads will be running in the cloud by 2020<sup>1</sup>

Elasticity is a key reason for the shift. With the cloud, you can...



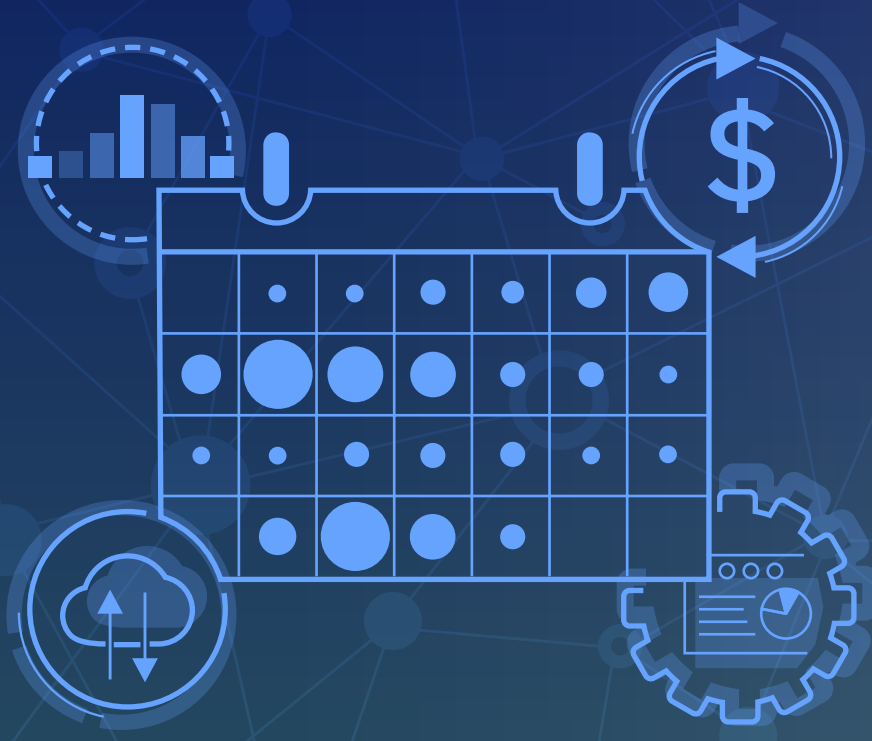
Scale resources fast to accommodate changing needs



Pay only for the resources you actually use

Cloud elasticity opens new opportunities for data warehousing.

## Pay only for what you need, when you need it



With the right cloud solution, you can turn on and pay for extra resources when necessary.

You could provide additional compute resources from your cloud data warehouse to regional offices for the few days per quarter when they need to run financial analyses—and avoid paying for those resources the rest of the quarter.

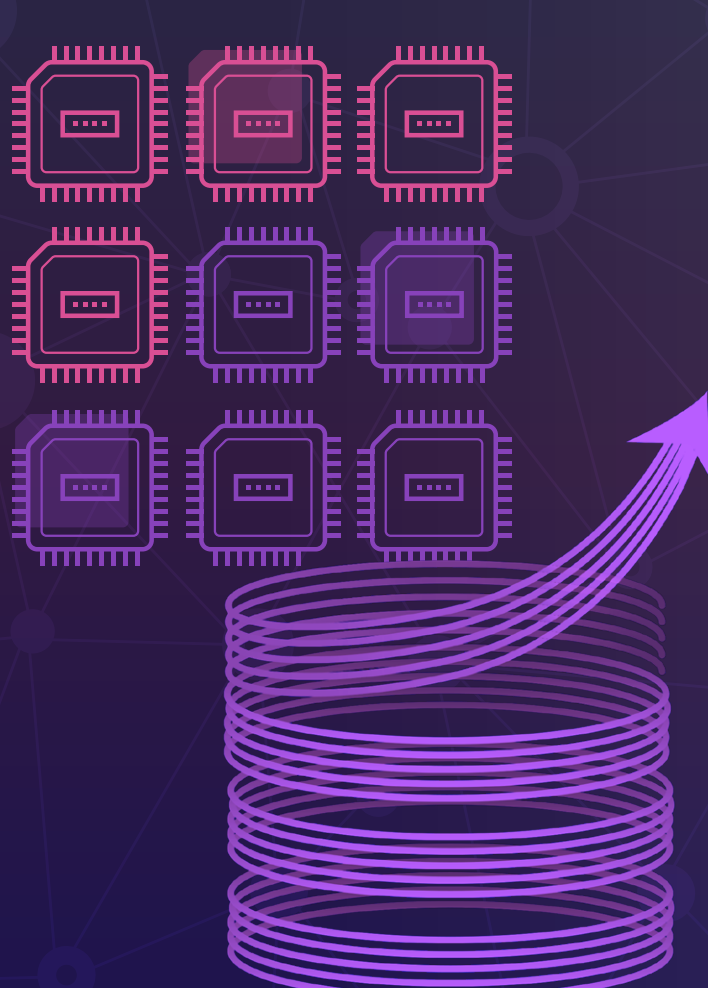
## Gain the agility to handle unexpected demand

A cloud-based data warehouse with elastic pricing lets you adjust in the moment as your analytics workloads fluctuate.

Your retail business can benefit from elastic pricing when one of your products goes viral. As more customers flood your stores, you can quickly increase data warehouse resources for compute and storage to analyze the jump in born-in-the-cloud IoT and mobile data.



## Scale resources rapidly



A cloud-based data warehouse lets you quickly ramp up resources to support more data and more processing—without big capital expenditures and a long deployment.

Your insurance company might be testing a new service in a limited market. Customer response is huge, and your executives want a broader rollout right away. A cloud-based data warehouse lets you “start small” and still scale up fast within your budget so you can satisfy both customers and corporate management.

## Increase agility with elastic pricing

Today’s complex analytics and calculations require a data warehouse that can respond with speed and power on demand—without breaking the bank.

[Learn more](#)



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<sup>1</sup> Cisco, “Cisco Global Cloud Index 2015–2020,” November 2016, [https://www.cisco.com/c/dam/m/en\\_us/service-provider/cisco-knowledge-network/files/622\\_11\\_15-16-Cisco\\_GCI\\_CKN\\_2015-2020\\_AMER\\_EMEAR\\_NOV2016.pdf](https://www.cisco.com/c/dam/m/en_us/service-provider/cisco-knowledge-network/files/622_11_15-16-Cisco_GCI_CKN_2015-2020_AMER_EMEAR_NOV2016.pdf)

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