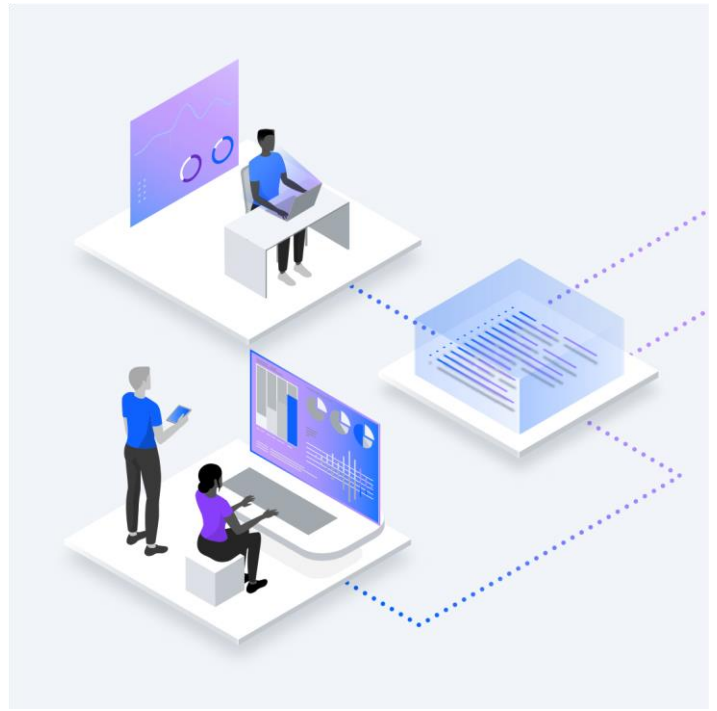


Take the next step in your analytics journey with IBM Db2

Upgrade your database appliance to support transformation and maximize price-performance



Nothing is evolving faster than analytics, and traditional analytics appliances may no longer meet the demands of your growing data volumes, price-performance requirements, or application modernization needs. New architectures and operating models are required if you want to achieve your digital transformation goals quickly.

If you run the IBM PureData® System for Operational Analytics (PDOA) appliance or its follow-on, the IBM® Integrated Analytics System (IIAS Sailfish) appliance, a shift to cloud, multi-cloud, and hybrid cloud solutions with IBM Db2 will further separate you from your competition. Help your organization move faster and reduce costs.



Business acceleration At Interloop, sales execution leaders reduced administrative efforts by 50% and kept their sellers selling.¹



Application modernization Valor Holdings saw a 90% reduction in reporting time on sales data for all stores nationwide, running analytics - fully managed in the cloud.²



Cost optimization GEO Corp reduced excess coupon distribution by 75%, saving approximately USD 32,000 every week.³

Three paths to digital transformation with IBM Db2

1. IBM Db2® Warehouse on Cloud

A fully managed, price-performant, elastic cloud data warehouse designed to give you control over the cost and scale of your

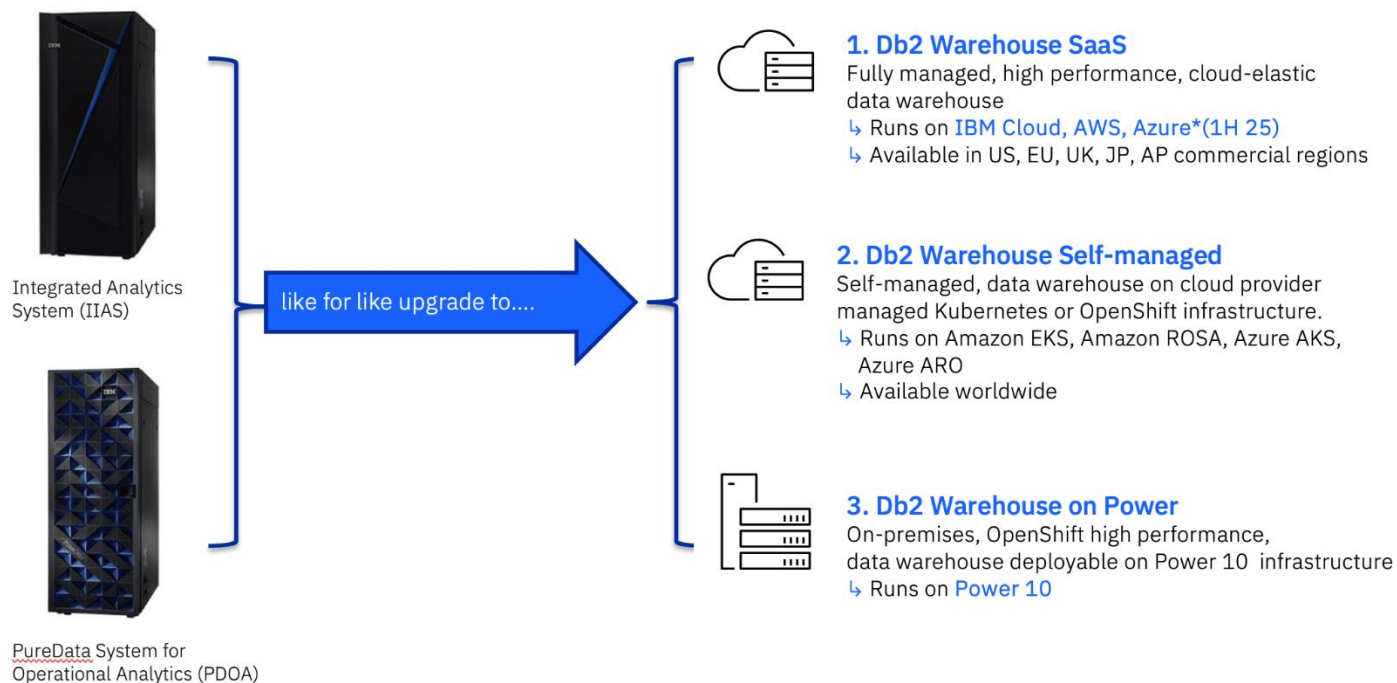
performance data warehouse that's deployable on cloud-managed Kubernetes, the Red Hat® OpenShift® platform analytics. Built on decades of expertise in database security, scalability, continuous availability, and real-time analytics. Available on IBM Cloud® and AWS.

- *Manage costs at scale.* Db2 Warehouse on Cloud is built on inexpensive and highly reliable object storage, which is significantly more economical than typical block storage.
- *Scalable & elastic.* Avoid billing surprises and take control of your storage and compute in the cloud.
- *Continuously available.* You get managed compute, highly available storage and cross-cloud replication.

2. IBM Db2 Warehouse self-managed software on cloud A self-managed, high on AWS or Azure.

- *Full control.* Save money when you fine tune infrastructure/ IaaS to fit performance needs.
- *Blazing-fast Db2.* Columnar-organized, memory-optimized data warehouse handles a range of analytic workloads.
- *Near-infinite scale.* To achieve optimal performance for your workloads, scale your warehouse deployment up and out.

Modernization path



3. IBM Db2 Warehouse on-premises solutions

Self-managed, high performance, and deployable on an on-premises OpenShift platform.

- Use IBM Power10® to deploy Db2 Warehouse on-premises.
- Pre-configured and IBM lab tested. Get compute and storage configurations that are optimized for performance.
- A one-stop installation and single-point-of-triage support experience for smooth operations.

Get started

Engage IBM Expert Labs to optimize your analytics costs, and to upgrade your existing PDOA/IIAS environment with confidence and speed.

[Book a meeting](#)

1 Interloop IBM case study

2 Valor Holdings IBM case study

3 GEO Corp IBM case study

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