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[1]

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[2]

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[2]

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 platform

for all data management needs

IBM solutions include database, warehouse, data lake, and fast data options on-premises and cloud. Each is part of IBM Cloud Pak for Data.

Data virtualization

across all data

The common SQL engine in IBM Db2 solutions that lets users write queries and apps once and run them anywhere is augmented by Cloud Pak for Data's data virtualization, so data in all locations can be used without moving it.

AI database

for a modern data infrastructure

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

Read 451 Research's report to see more AI-infused hybrid data management benefits

Read the report →

[1] www.domo.com/solution/data-never-sleeps-6
[2] www.forbes.com/sites/larrymyler/2017/07/11/better-data-quality-equals-higher-marketing-roi/#256793f47b68