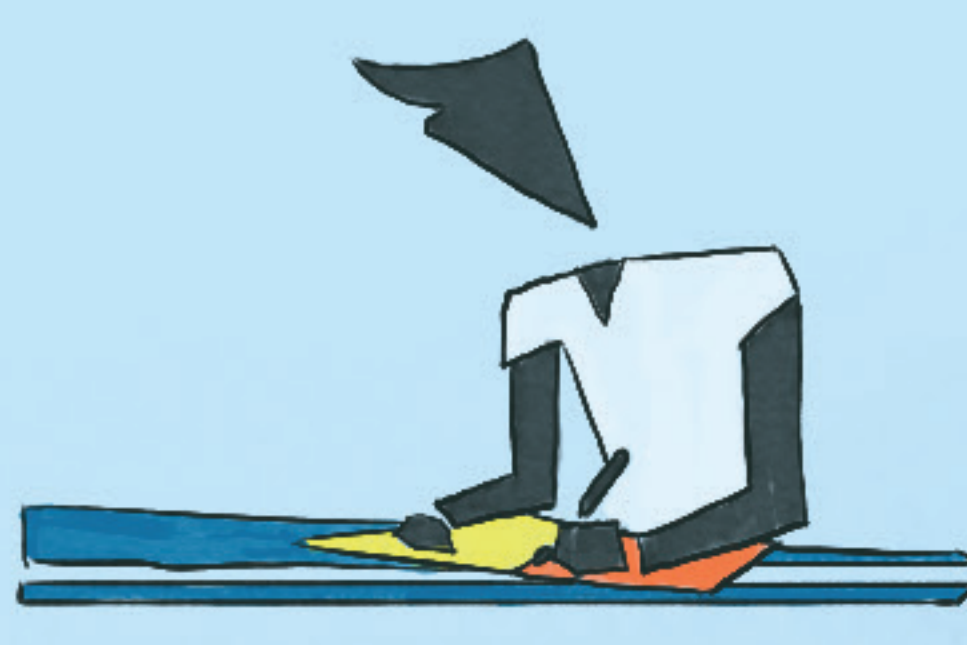


# A day in the life of a data architect



Today, you may be facing the *more, more, more* dilemma; that is more data silos, more requests for applications and more users demanding new solutions. Learn how a hybrid data architecture can help you respond to these demands.

## I need to deliver deeper insights from across more data sources and types.

Data sources and types are proliferating, creating data silos. My traditional data warehouse alone is not always appropriate for storing all this new data. How can I evolve my data architecture to respond fast with new insights? And how do I store and manage this range of data?

**71%** of heavy cloud users

surveyed are considering a hybrid cloud strategy<sup>1</sup>



**53%** of data professionals

surveyed cite difficulty in accessing data from different areas of the business, that is data silos, as a key challenge<sup>2</sup>

## I need to complete more analytics requests, quickly.

I need to respond quickly to various new analytics requests involving both data born on the cloud and data that needs to stay on premises. Wouldn't it be great if I had the flexibility to choose the best deployment to meet the needs of a specific project?

**74%** of companies surveyed

received critical, on-time information with a hybrid model<sup>2</sup>



Comparatively, **58%**

of companies surveyed received critical, on-time information using an on-premises-only data warehouse<sup>2</sup>



## My growing user base is more savvy than ever before and they want to explore data directly.

There are more analytics users all the time, and they need self-service tools so they can explore the data until they are satisfied with the insight. How can I deliver on these needs while managing costs and resources?

**86%** of respondents surveyed

said self-service analytics enable faster response to changing business conditions<sup>3</sup>



**76%** surveyed

said self-service analytics had a positive impact on their business<sup>4</sup>



## What's the solution?

Learn more about a hybrid data architecture featuring the IBM® dashDB™ data warehouse and database solutions. Finally, you can leverage fast and flexible solutions to help you lower the cost of insights.

### Learn more

about modern data warehousing at [dashDB.com](http://dashDB.com)

**Or, get started with a Free Trial**

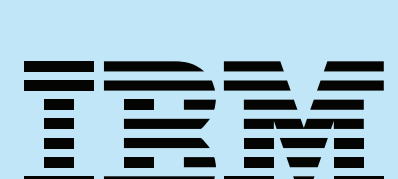
Read about hybrid data warehousing in this analyst report:

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2. *The Hybrid Data Warehouse: Fluid, Flexible and Formidable*, Aberdeen Study, June 2016  
3. *Demand for Self-Service BI Tools Expected to Grow*, CIO Insight, December 2014  
4. *Analytics: The upside of disruption*, IBM Institute for Business Value, October, 2015



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