Make Your Data Work for You

with Microsoft SQL Server 2012 Parallel Data Warehouse

Microsoft

Too much data

The volume of data the average organization needs to process is growing by a factor of 10 every five years.

Too many kinds of data

85 percent of new data is coming from new data types — videos, scanners, sensors, and social media posts.

Too many devices

The number of devices consuming and creating data continues to multiply.

Unlock the Value of Your Data

The old way of storing and using data no longer works. It's getting too expensive, time consuming, and complicated to make sense of the unprecedented amount of data the average organization processes. It's time for a new approach. That means avoiding vendor lock-in, costly deployments, and time consuming migrations. It's time to unlock the value of your data with a solution that works in the world of Big Data.

Microsoft SQL Server 2012 Parallel Data Warehouse (PDW) can help you unlock the value of your data without locking you into a proprietary solution. It replaces the old approach with a new approach that lets you take advantage of inexpensive industry-standard database and commodity hardware with breakthrough technology from Microsoft. In short, SQL Server 2012 PDW offers a premium solution without a premium price tag.
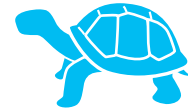
The Old Way

Life with tradeoffs

Move your data to a data warehouse to free up storage space and boost performance.
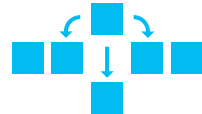
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Leave your data where it is and process it in parallel with Hadoop on inexpensive commodity hardware.

Slower deployment

Reliance on experts

Custom workarounds

Slower performance

The Better Way

Life without tradeoffs

Leave your data where it is and take advantage of PolyBase to combine relational and non-relational data more quickly and easily on commodity hardware, with the ability to seamlessly query data in Hadoop with standard SQL queries.

More storage

Faster performance

Easier deployment

Lower cost

Use the Tools You Already Have

Trying to make sense of your data with proprietary business intelligence (BI) tools no longer makes sense. These solutions are overly complex and expensive.
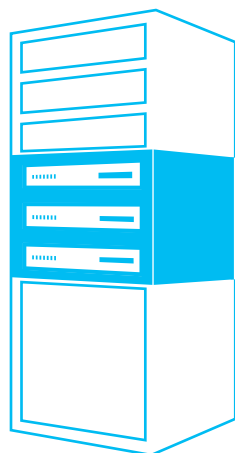
SQL Server 2012 PDW takes a new approach, bypassing the proprietary BI approach in favor of native Microsoft BI integration. This means you don't have to invest in expensive tools and retrain people to use them. Users can quickly and easily visualize both relational and non-relational data with tools like Microsoft Excel, while also sharing and collaborating on their insights with Microsoft SharePoint.

Scale Out to Petabytes of Data

Symmetric multiprocessing (SMP) solutions may have worked fine in the past, but they're not built for the world of Big Data.

SQL Server 2012 PDW is built for the world of Big Data. It uses a shared-nothing architecture instead of a shared-everything architecture, and processes data in parallel rather than sequentially. With scale-out massively parallel processing (MPP), you can scale out as needed to handle multiple terabytes of data. This means you don't have to make the tradeoff of less data for better performance.

Built for Big Data

SQL Server 2012 PDW scales up 5 to 10 times faster than SMP solutions.

SQL Server 2012 PDW

SMP solutions

Starts with a quarter rack for terabytes of data and linearly scales out to 5 petabytes of data capacity

Get Next-Generation Performance

Using an expensive high-end appliance is one way to solve the performance problem, but it's not the best way.

With SQL Server 2012 PDW, Microsoft approached the problem from a different angle and built a better appliance from scratch — offering it at the lowest price per terabyte on the market.

Reinventing the appliance

xVelocity columnstore
Reduces query time from hours to seconds by reorienting data in a column instead of a rowstore.

Windows Server 2012 Storage Spaces
Reduces the cost of storage by replacing a storage area network (SAN) with high-density direct attached disks.

Microsoft Hyper-V virtualization
Reduces hardware footprint by virtualizing the entire control server rack.

Faster Queries

50x 100x

Cheaper Scaling

3x

Optimized Data

15x

■ Legacy data warehouses   ■ SQL Server 2008 PDW   ■ SQL Server 2012 PDW

Faster Queries
100 times faster than legacy data warehouses; 50 times faster than SQL Server 2008 PDW

Cheaper Scaling
Price per terabyte is 3 times lower than the previous version of SQL Server 2008 PDW

Optimized data
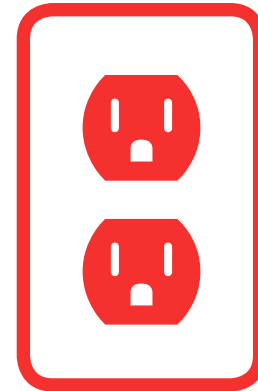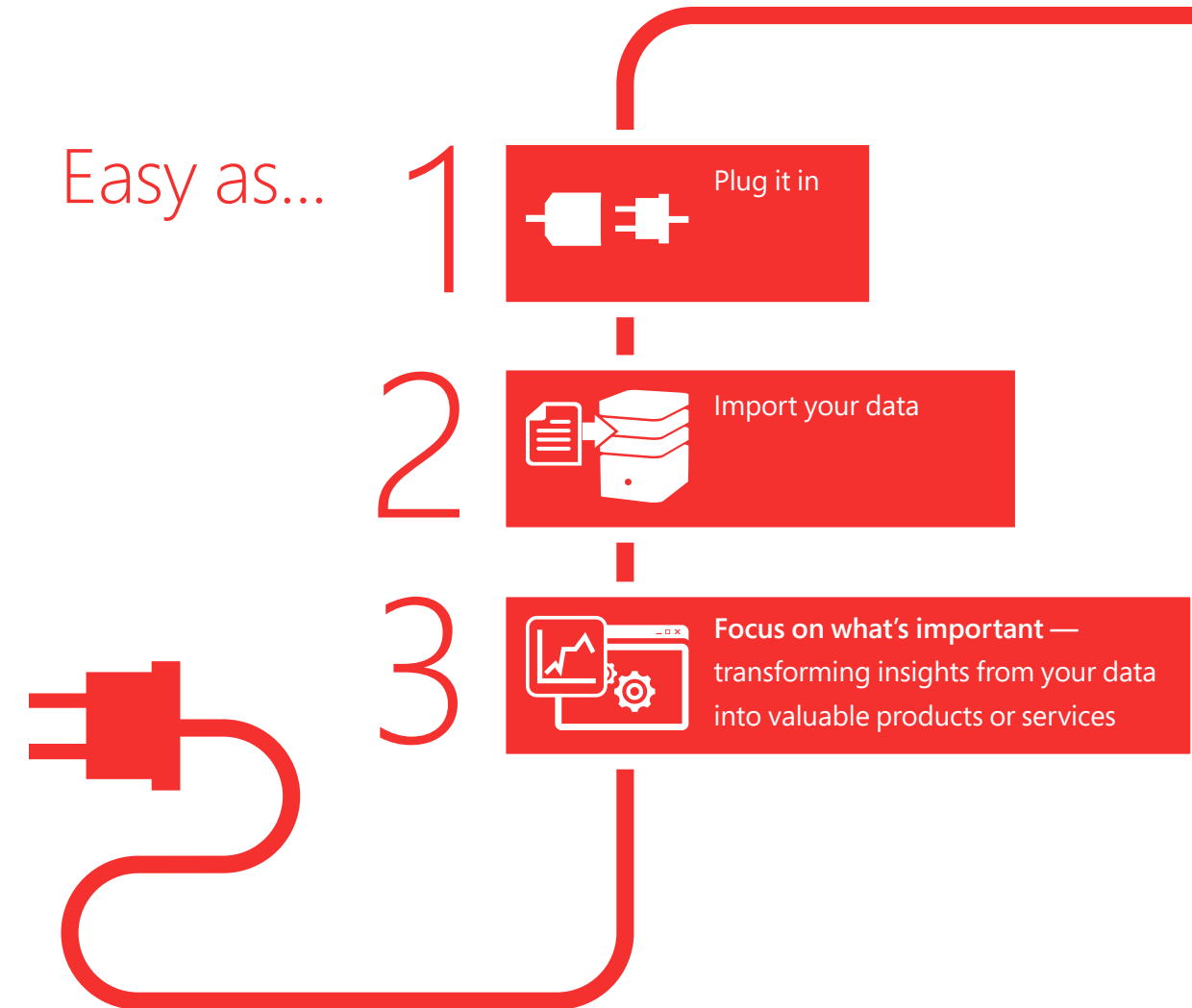15 times more compression

Just Plug It In

SQL Server 2012 PDW is a prebuilt appliance that ships to your door as a fully packaged solution. No complex installation required. No fine-tuning. No experts needed. It just works.

Microsoft System Center 2012 is included in the box, at no additional cost, to help you simplify the IT management of the entire appliance from a single tool.

Easy as...

1   Plug it in

2   Import your data

3   **Focus on what's important** — transforming insights from your data into valuable products or services

Learn More

Learn more about what Microsoft SQL Server 2012 PDW has to offer at http://www.microsoft.com/en-us/sqlserver/solutions-technologies/data-warehousing/pdw.aspx.

For more information on PolyBase, go to http://bit.ly/SQLServerPolybase or listen to the PolyBase Keynote from Microsoft visionary Dr. David DeWitt at http://bit.ly/DavidDeWittPolyBase.

For the big picture on Microsoft Big Data solutions, go to www.microsoft.com/bigdata.