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Relational Database Solutions

Top Three Reasons DB2 is Best!

Kim May and Bill Kincaid

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2014 Data Management News

!!!!The Convergence of Social, Mobile, Cloud and Information!!!!

The Daily W

Thursday, September 25, 2014

Hot News! Database Techno

The pan-universe consortium of relational database thought leaders today announced their intention to address the growing buzz around the convergence of social, mobile, cloud and information. Spokesman Frank Fillmore of The Fillmore Group said in a statement, "These technology topics are hogging all the press. We work with relational databases, where all the data that makes these other technologies work is managed. Hello! Let's focus on what's REALLY important!"

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From InformationWeek, 3/10/14:

"Today's database landscape isn't just static. It's positively retro. Remember 2004? Facebook had just launched, the iPad wasn't even a twinkle in Steve Jobs' eye, and Gartner's database market share report put IBM (34.1%), Oracle (33.7%), and Microsoft (20%) in the top spots. In our survey, Microsoft, Oracle, and IBM still hold the top spots; we do add MySQL, but that's about it for innovation. The top six databases in use are all relational; you have to go down to the 10th most widely used database in our survey to find NoSQL (MongoDB, at 5%).

And those relational databases from Microsoft, Oracle, and IBM? They're essentially just updated versions of the companies' 2004 offerings."

"2014 State Of Database Tech: Think Retro"

Joe Masters Emison

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Relational Database Management System

- Typical use cases
  - Online transaction processing (OLTP)
  - E-Commerce
- Extended use cases
  - Data warehousing
  - Online analytical processing (OLAP)

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Agenda:

- Why do you care?
  - Are you using Oracle or DB2 or Sybase or Hadoop?
- The Top Three Reasons DB2 is Best

  1. Functionality: high availability with pureScale, maximum data compression, and query acceleration with DB2 BLU
  2. Success: learn how current customers are leveraging DB2 to meet their objectives
  3. Pricing: find the right fit with simplified purchasing options
- Next steps

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3 Takeaways:

1. The Top Three Reasons DB2 is best

2. One DB2 feature or function that would help your organization be more successful

3. One step you can take today to promote the adoption of DB2 within your organization

DB2® 10.5

with BLU Acceleration

Multi-workload database software for the era of Big Data

***BLU Acceleration** – Extreme performance and storage savings, leveraging dynamic "in-memory" and columnar technologies, for analytic processing*

***Shadow Tables** – A single database solution for both your OLTP and OLAP queries without compromising performance*

***DB2 pure Scale** – High availability, extreme scalability, and application transparency for OLTP workloads*

***NoSQL** – Continue to support the next generation of applications*

***Oracle Application Compatibility** – Continue to reduce the cost and risk associated with migrating Oracle applications to DB2*

***Enhanced Tooling** - Reducing the total cost of ownership with DB2 and making the adoption, management, monitoring, and maintenance very simple*

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DB2 vs. Oracle - the history

IBM vs. Oracle, Mobility, Cloud: What IT Pros Need to Know for 2011

Big Blue vs. Big Red

That would be IBM versus Oracle. The successful strategy of IBM built on services versus Oracle's strategy of buying up the enterprise software universe is a major act for business-to-business in 2011. CIOs know the value of buying a fully integrated software offering in terms of compatibility but are wary of getting tied to one vendor. The rest of the B2B tech vendor community has to find a way to outmaneuver IBM and Oracle. This will be fun to watch on the outside, less fun on the inside if you make the wrong choice.

IBM

vs

ORACLE

1. Functionality

- High availability with pureScale
- Data compression
- Query acceleration with DB2 BLU

DB2 v10.5 "Cancun"

An Incredible Journey of Investment

$14B invested in acquisitions and development over the past 3 years
25,000 developers WW
$20B additional investment in acquisitions and development over the next 3 years

Trusted Information Platform

Business Analytics & Optimization Platform

Business Analytics & Optimization Solutions

NETEZZA an IBM Company

Unica

SPSS

princeton softech

EXEROS

COGNOS

solid.

FILENET DataMirror

dwl

iphrase

Ascential

SRD

unicorn

DB2 is the highest value database in the market.

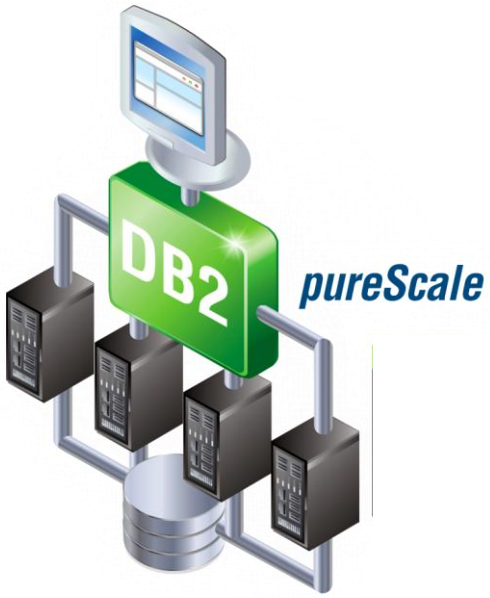
1. **DB2 has one of the lowest people cost requirements.**
   - ✓ *DB2 requires 43% less DBA time vs. Oracle, Solitaire Interglobal analysis; average cost per DBA saved: $100 /hr x 40 hrs/week x 52 weeks/yr = $208,000/yr burdened. If you save 5 DBA's, That's $1M / yr*
2. **DB2 is the smartest database in the market.**
   - ✓ *DB2 Autonomics; self-optimizing, self-healing, self-configuring and self-protecting, DB2 has the ability to monitor its own health status - independent of the database administrator (DBA).*
3. **DB2 reduces storage costs better than any other vendor.**
   - ✓ *"With DB2 9, we're seeing compression rates up to 83 percent on the data warehouse tables. The projected cost savings are more than US$2 million initially with ongoing savings of US$500,000 a year." - Michael Henson, DB2 Unix Team Lead, Data-base Delivery Services, SunTrust Bank, Inc.*
4. **DB2 is the fastest database.**
   - ✓ *DB2 at largest SAP/Oracle customer in Germany*
     - *DB2 up to 9 times faster*
     - *DB2 on average over 40% faster*
5. **DB2 has the highest availability.**
   - ✓ *"DB2 was heavily favored in this regard... with fewer and shorter outages for normal operational activities, the overall availability and reliability of the DBMS shows some clear differentiation." — Solitaire Interglobal*
6. **DB2 is the most scalable database.**
   - ✓ *DB2 pureScale reduces the risk and cost of business growth by providing unlimited capacity, continuous availability, and application transparency. Scaling your system is simply a matter of connecting a new node and issuing two simple commands. Oracle RAC scalability tails off dramatically after 4 nodes, DB2 purescale performance stays at 95% scalability at 32 nodes, dropping only slightly as you add more nodes (81% at 112 nodes)*

DB2 Functionality
High Availability

1. pureScale
2. HADR
3. Q Replication
4. InfoSphere Change Data Capture

DB2 10.5 pureScale Enhancements
Enhanced availability, optimized for OLTP Workloads

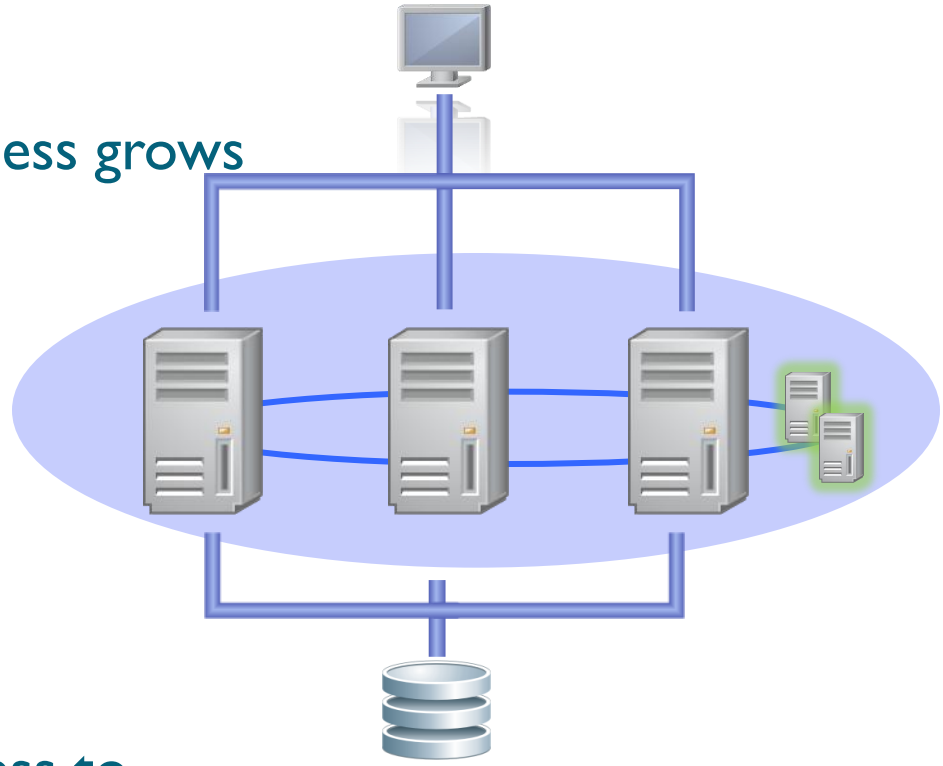
- DB2 pureScale
  - Robust infrastructure for OLTP workloads
  - Provides improved availability, performance, and scalability
  - Transparent scalability beyond 100 nodes[1]
  - Leverages z/OS cluster technology



Just added: HADR support for pureScale was added in DB2 10.5. HADR in DB2 pureScale supports a single standby, time delayed apply on the standby, and log spooling.

Higher availability with DB2

- Extreme Capacity
  - Buy only what you need
  - Add capacity as your business grows
- Application Transparency
  - Avoid the risk and cost of application changes
- Continuous Availability
  - Deliver uninterrupted access to your data with consistent performance

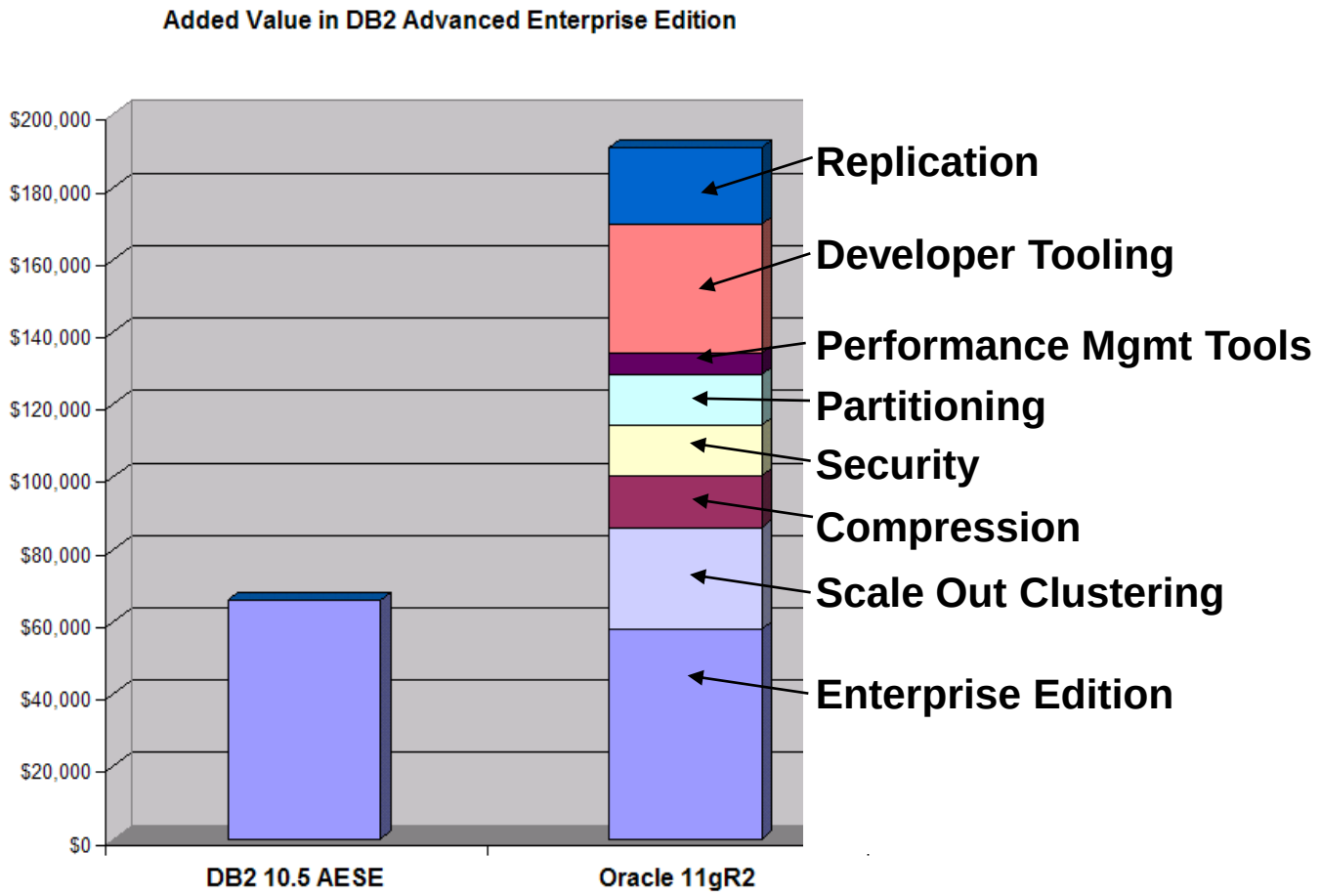


DB2 pureScale stays up even with multiple node failures

Lower acquisition costs with DB2

DB2 can be up to 1/3 the cost of Oracle Database

Everything you need is included in DB2 AESE



DB2 10.5 AESE includes all of the capabilities listed in the Oracle column for one low price

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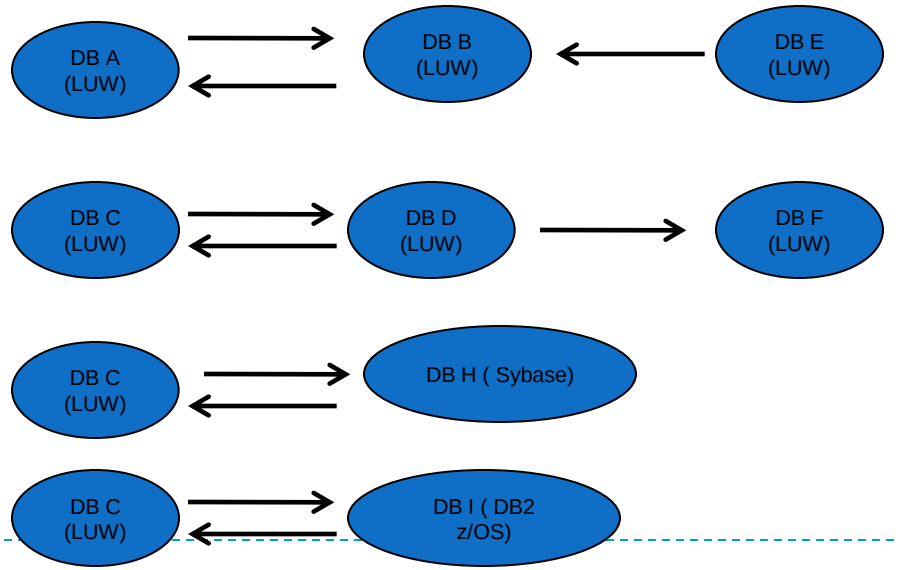
Q Replication – Limited Use

What is allowed

What isn't allowed



Compression

DB2 offers:

1. Row Compression
2. Adaptive Row Compression
3. Actionable Compression
4. XML Compression

Lower storage costs with DB2

DB2 delivers superior compression, columnar and in-memory

Save on storage costs

Simple implementation of BLU and compression

	DB2 BLU	Oracle Exadata
Columnar (on disk)		not full columnar
Columnar (in RAM)		
Decompress late and only if required to return results		
Insert/update maintains columnar		
SIMD exploitation		
Rows put back together as late as possible		
Scan friendly caching		
Multi-core parallelism		
Uniqueness enforcement		
Simplicity: load and go		complex decisions

	DB2 10	Oracle 11gR2
Table Compression	✓	✓
Large Domain Pattern Matching	✓	✗
Page Level Compression	✓	✓
Column value compression	✓	✓
Multi column compression	✓	✓
Substring column compression	✓	✗
Rows compressed on every insert	✓	✗
Log records compressed	✓	✗
Index compression	✓	✓
Storage of one key per rid list	✓	✗
Prefix compression for index	✓	✓
Dynamic prefix compression	✓	✗
Rid list compression	✓	✗
Automatic Log Archive Compression	✓	✗
Compression for sort overflows	✓	✗
Compression for join temps	✓	✗
Compression for aggregate temps	✓	✗

BLU

What is BLU and why is it so important?

Workloads:

- OLTP
- DW/Analytic

- http://www.youtube.com/watch?v=SH1twB1TChg

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Back to Cancun…DB2V10.5

- **BLU Acceleration** – Extreme performance and storage savings, leveraging dynamic "in-memory" and columnar technologies, for analytic processing
- **Shadow Tables** – A single database solution for both your OLTP and OLAP queries without compromising performance
- **DB2 pureScale** – High availability, extreme scalability, and application transparency for OLTP workloads
- **NoSQL** – Continue to support the next generation of applications
- **Oracle Application Compatibility** – Continue to reduce the cost and risk associated with migrating Oracle applications to DB2
- **Enhanced Tooling** - Reducing the total cost of ownership with DB2 and making the adoption, management, monitoring, and maintenance very simple

DB2® 10.5

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Poll Question #1

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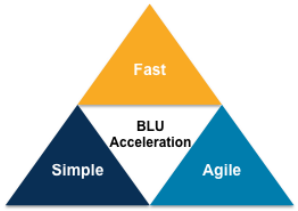
Success!!!!

DB2 Customer Examples

DB2 with BLU Acceleration

What more can businesses do with BLU?



How many more questions could your business answer if they could get answers this much faster?

Speed of Thought Analytics

- Analyze data literally as fast as you can ask questions
- "We've tested DB2 10.5 with BLU Acceleration and found that it can be up to **43x faster** with an analytic workload…" - Randy Wilson, Lead DB2 for LUW DBA

BlueCross BlueShield of Tennessee

BlueCross BlueShield of Tennessee Inc., an Independent Licensee of the BlueCross BlueShield Association

What can you do for your business with an extra month?

Operational Simplicity

- Maximizes business value from existing infrastructure; no need to rip and replace
- "We project this will save us 42 days per year in lower administration and tuning efforts" – Brenda Boshoff, Sr. DBA

UNIVERSITY OF TORONTO

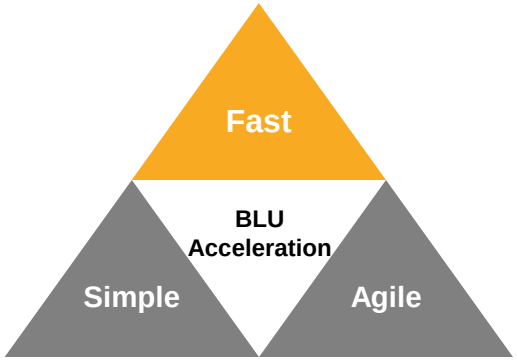
Where could you invest the 10x savings to drive more business value?

Business Agility

- Deploy on-premise or via the cloud with only a fraction of the computing resources
- "Using DB2 10.5 with BLU Acceleration, our storage consumption went down by about **10x**" - Kent Collins, Database Solutions Architect

BNSF RAILWAY

Extraordinary Speed



of Tennessee

"Teaming with our SAS actuaries, we gave them a different way to run their analysis which included the BLU Acceleration technology. The result? They experienced ***incredible speedup in their analysis****, one report ran* ***640x*** *times faster and another ran* ***1200x faster****."*

- Randy Wilson, Lead DB2 for LUW DBA, BCBS of Tennessee

泰康人寿 TAIKANG LIFE

"With BLU Acceleration, we've been able to ***reduce the time spent on pre-aggregation by 30x*** *- from* ***one hour to two minutes!*** *BLU Acceleration is truly amazing.*

- Yong Zhou, Sr. Manager of Data Warehouse & Business Intelligence Department

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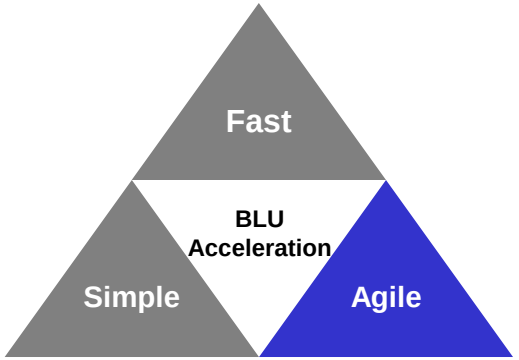
Triton CONSULTING

"With my ***analytic query workload running 45x times faster*** *with BLU Acceleration in DB2 10.5, I no longer have an excuse for my usual coffee run!"*

- Iqbal Goralwalla, Head of DB2 Managed Services, Triton

Extraordinary Agility



Cora BELUX

***"The economics of BLU Acceleration are really going to help our bottom line**. We were able to migrate off of Sybase IQ and onto DB2 Advanced Workgroup Server Edition running on **just 4 cores** in a virtualized Linux environment. The simplicity of BLU Acceleration will **save us time and money…**"*

- Hervé Huberiant, Logistic and IT Director, Cora Belux

Handelsbanken

*"We were seeing average acceleration of 7.4X with some queries going from 28 seconds down to sub second response time. This was clear evidence of the advantage of combining the column store organization of tables and **performing in-memory analytics directly** on compressed data in BLU without having to decompress the data to perform the analytics."*

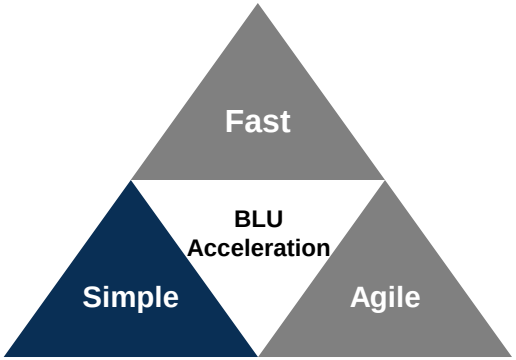
- Philip Kallander, Chief Technical Architect, Handelsbanken

LIS.TEC

*"What makes DB2 BLU technology so special is that the in memory analytics and column organization of tables is all done right inside DB2. **No new skills are required**, and I can have **column organized and row organized tables side by side in the same database**."*

- Joachim Klassen, Consultant, LIS.TEC

Extraordinary Simplicity



"On top of the great storage savings and huge performance gains, one of the things ***that impressed us the most about BLU Acceleration is its simplicity****. No need to define indexes or aggregates.* ***We just load the data and run queries."***

- Kent Collins, Database Solutions Architect, BNSF Railway

"One of the things I like about these BLU Acceleration column-organized tables is that ***there's nothing for me to do with them. I just load them up, DB2 does its magic, and I'm done****."*

- Andrew Juarez, Lead SAP Basis and DBA, Coca-Cola Bottling Co.

"The ***simplicity*** *that BLU Acceleration provides* ***is remarkable****. … From the time we started to install DB2 10.5 with BLU, until we were running* ***queries faster than in production****, it took us* ***less than 3 hours!"***

- Brenda Boshoff, Senior DBA, University of Toronto

Reference – Major East Coast Financial Institution: Multinational Banking Corporation with worldwide revenue greater than $100 Billion dollars

This customer shared their migration story at the IBM Information On Demand Conference in Las Vegas on October 24th, 2011.

DB2 now powers their primary customer website with over 50 Million registered users and up to 1 Million simultaneous connected users per hour.

Almost 50% of the company's transactional volume flows through this site.

First databases were migrated and in production in 6 months

- The largest databases went into production 3 months later.
- Final remaining databases moved into production in October 2011

Coca Cola Bottling Consolidated Company

DB2 with BLU Acceleration at Handelsbanken

Full service bank for private and corporate customers
Founded in 1871 with operations in 24 countries

100x improvement

in performance of one of the queries

Up to 82% compression

"BLU Acceleration is very lucrative for us because it's very simple to get up and running. The first query ran within 6 hours."

"We don't have to tune it with index or table spaces or anything. Just load the data and run the queries to see the results."

Phillip Kallander – Chief Technical Architect for Data Warehouse and Analytics, Handelsbanken

DB2 with BLU Acceleration for SAP at FOSSIL

Founded in 1984, this retailer has more than 400 retail locations, 4,000 wholesale locations and 13,000 employees worldwide

50x improvement

in most time consuming query

"We tested some representative queries taken from our existing SAP application and tested them on DB2 with BLU Acceleration and observed performance improvements in many of our query response times. For example, one of our most time consuming queries experienced a 50x performance improvement."

Richard Simms - Director of Infrastructure, Fossil

50x performance improvement
in SAP BW queries

80%+ compression
of Fact tables

---

3 hours
up and running

BNSF Railway Company

"We pulled cards, we powered off systems, we uninstalled devices, we did everything we could do to make the cluster go out of service, and we couldn't make it happen."

-- Robert M. Collins Jr. (Kent), Database Engineer, BNSF Railway Inc.

BNSF RAILWAY

Poll Question #2

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Pricing and Packaging

Simplified packaging makes it easier to select the best option for your organization

*****All versions have the same code base*****

DB2 10.5 Simplifies Product Packaging

One Set of Editions for Both Transactional and Warehouse Workloads

	Departmental Market	Enterprise Market
Advanced function	**DB2 Advanced Workgroup Server Edition** • For small OLTP and analytic deployments • Primarily used in department environments within large enterprises or SMB/MM deployments • Limited by TB, memory, sockets and cores • Supports BLU, pS and DPF deployment models	**DB2 Advanced Enterprise Server Edition** • For Enterprise Class OLTP and/or analytic deployments • Targeting full enterprise/full data centre requirements • No TB, memory, socket or core limit • Supports BLU, pS and DPF deployment models
Core function	**DB2 Workgroup Server Edition** • Entry level offering • Single server for less intense workloads • Limited by TB, memory, sockets and cores • No support for BLU, pS or DPF deployment models	**DB2 Enterprise Server Edition** • Entry level offering • Single server for enterprise/more intense workloads • No TB, memory, socket or core limit • No support for BLU, pS or DPF deployment models
	Limited capacity	***Full capacity***

DB2 Developer Edition	**DB2 CEO**
DB2 Express and DB2 Express-C	**DB2 Advanced CEO**

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DB2 10.5 Advanced Editions Offer a Broad Solution Platform

– DB2 Advanced Enterprise Server Edition includes:

- BLU Acceleration
- Storage Optimization Feature, including Adaptive Compression
- Continuous Data Ingest
- DB2 Workload Management, for monitoring and controlling workloads
- InfoSphere Data Replication Q Rep/ICDC (restricted use)
- InfoSphere Federation Server
- Tooling
  - IBM Data Studio
  - InfoSphere Data Architect (10 authorized users)
  - InfoSphere Optim Configuration Manager
  - InfoSphere Optim Performance Manager Extended Edition + Extended Insight
  - InfoSphere Optim Query Workload Tuner
  - InfoSphere Optim pureQuery Runtime

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IBM PureSystems

How much flexibility, integration and workload optimization do you require out of the box?

PureFlex

When you want pre-integrated and optimized infrastructure with flexibility

Run your choice of applications and middleware which you have to install

Infrastructure

PureApplication

When you want pre-integrated and optimized application platform

Built on IBM middleware to accelerate deployment of your choice of applications

Application Platform

PureData

When you want pre-integrated and optimized data platform

Delivers high performance data services to transactional and analytics applications

Data Platform

The New IBM IULA

Cost Predicability

- S&S fixed at beginning of contract
- License Term of 1-5 years
- Agreed S&S held flat during term
  - Limit annual S&S increases to NTE 5% after IULA term ends

Freedom of Deployment

- Entitlement based on certified deployment at end of term
  - No true-up / No additional license cost

Additional Flexibility

- Allow shorter IULA terms (1yr) vs. Oracle's 3 years minimum
- Lower entry TCV (1 yr = $500K, 2 yrs+ = $1M) vs. Oracle's standard $3M minimum

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DB2 Transition Process

- Application code assessment – IBM Database Conversion Workbench
- License cost comparison spreadsheet or Business Value Assessment
- Migration plan
- Training, mentoring, skills enablement
- Ongoing DB2 support

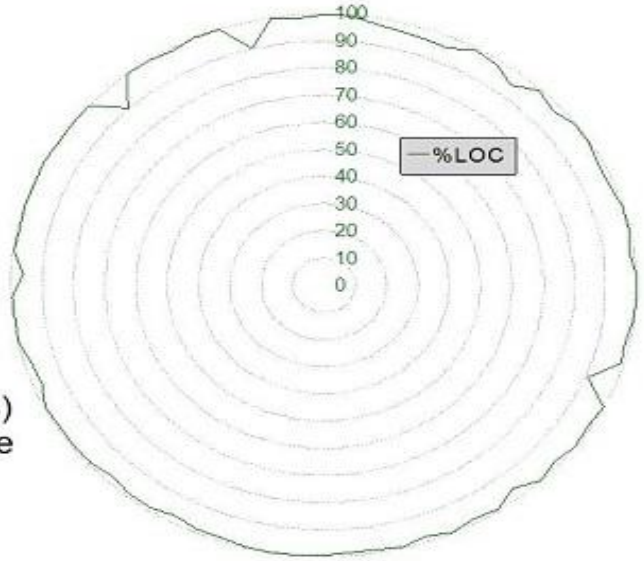
IBM Application Capability

>98% Compatible with Oracle SQL and PL/SQL

MEET DB2 9.7 FP5 statistics

IBM

- The 74 biggest (>1KLOC) of 171 MEET DB2 9.7 FP5 Reports
- Range of industries, solutions, countries
- Various sizes
  1015 to 240,706 LOC
- Significant sample size:
  2,513,236 LOC total
- 90.1% - 99.9% (Average 98.6%) of LOC immediately transferable to DB2



IBM Application Capability Data Conversion Workbench Tool

Sample Output:

Feature:	Total Time (mins)	Num Stmts	Amt Time per Stmts (mins)	Exceptions Details
Constraint with ENABLE or DISABLE	30	3000		Constraint states are not supported but the code can be fixed by IDMT/DCW Tool automatically.
TABLE PARTIITION BY LIST	180	3	60	
ORDER BY	120	8	15	
BITMAP INDEX	15	1	15	
FUNCTION BASED INDEX	90	3	30	
Data Type Conversion	120	309		Column specifications need verification for business logic (Number precision issues)
LAST	60	12		
GROUP_ID	0			
LIMIT CLAUSE	90	1	90	LIMIT clause is not supported. Investigation is required.
STRING TYPE	0			
Materialized Views	420	7		
PRAGMA_AUTONOMOUS_TRANSAC	90	3	30	
TIMESTAMP DATA TYPE	120	28		
NLS_CHARSET_NAME	60	1		
SYSTIMESTAMP	120	377		
EXECUTE IMMEDIATE STATEMENT	480	204		
REGEXP_REPLACE	180	9		
DBMS_APPLICATION_INFO	240	622		
DBMS_SQL changes	1200	40	30	
AUTHID CURRENT_USER	180	1		
PARALLEL_ENABLE_CLAUSE	30	1		
ROW LENGTH LIMIT EXCEEDED	1200	2	600	Revisit your requirement
DBMS_SPACE_ADMIN	120	16		Time allocation based on analysis - whether or not this functionality is in scope.
SYS SCHEMA/DATA DICTIONARY	3690	82	45	Need to understand part of business logic or adminstration
BUILT-IN PACKAGES	60	1	60	
DBMS_STATS	60	3		Time allocation based on analysis - whether or not this functionality is in scope.
PLSQL SYSTEM CATALOG VIEWS	480	4		If code needs to be ported otherwise may be dropped from scope
Total Minutes	9435			
Total Hours	157.25			

IBM Application Capability Tool

- For details on DB2 compatibility in DB2 V10.x see IBM developerWorks article by Serge Rielau
- Download the Data Conversion Workbench tool and test it! HERE

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DB2 Transition Process

- License cost comparison spreadsheet or Business Value Assessment
- Cost factors analyzed and compared include:
  - License cost
  - Storage and annual maintenance
  - Administrative support
  - Migration cost

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DB2 Transition Process

- **Migration strategy and planning**
  - Consider support renewal dates
  - Database availability requirements? Need a zero downtime migration? It CAN be done!
  - Formal project plan and cost model
  - IBM Data Migration Toolkit (IDMT) proven process
  - Migration costs are factored into overall savings

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IBM Information Management

DB2 Transition Process - Education

- IBM classroom education options
- Informal mentoring during migration
- Ongoing education –
  - Regional Users Groups
  - Conferences
  - Ongoing classes

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DB2 10.5 Advanced Editions Offer a Broad Solution Platform

- DB2 Advanced Enterprise Server Edition includes:
  - BLU Acceleration
  - Storage Optimization Feature, including Adaptive Compression
  - Continuous Data Ingest
  - DB2 Workload Management, for monitoring and controlling workloads
  - Homogeneous Replication Feature for DB2/Q Rep (restricted use)
  - InfoSphere Federation Server (restricted between Oracle and DB2 LUW)
  - Tooling
    - IBM Data Studio
    - InfoSphere Data Architect (10 authorized users)
    - InfoSphere Optim Configuration Manager
    - InfoSphere Optim Performance Manager Extended Edition + Extende
    - InfoSphere Optim Query Workload Tuner
    - InfoSphere Optim pureQuery Runtime

Storage Optimization Feature (SOF)

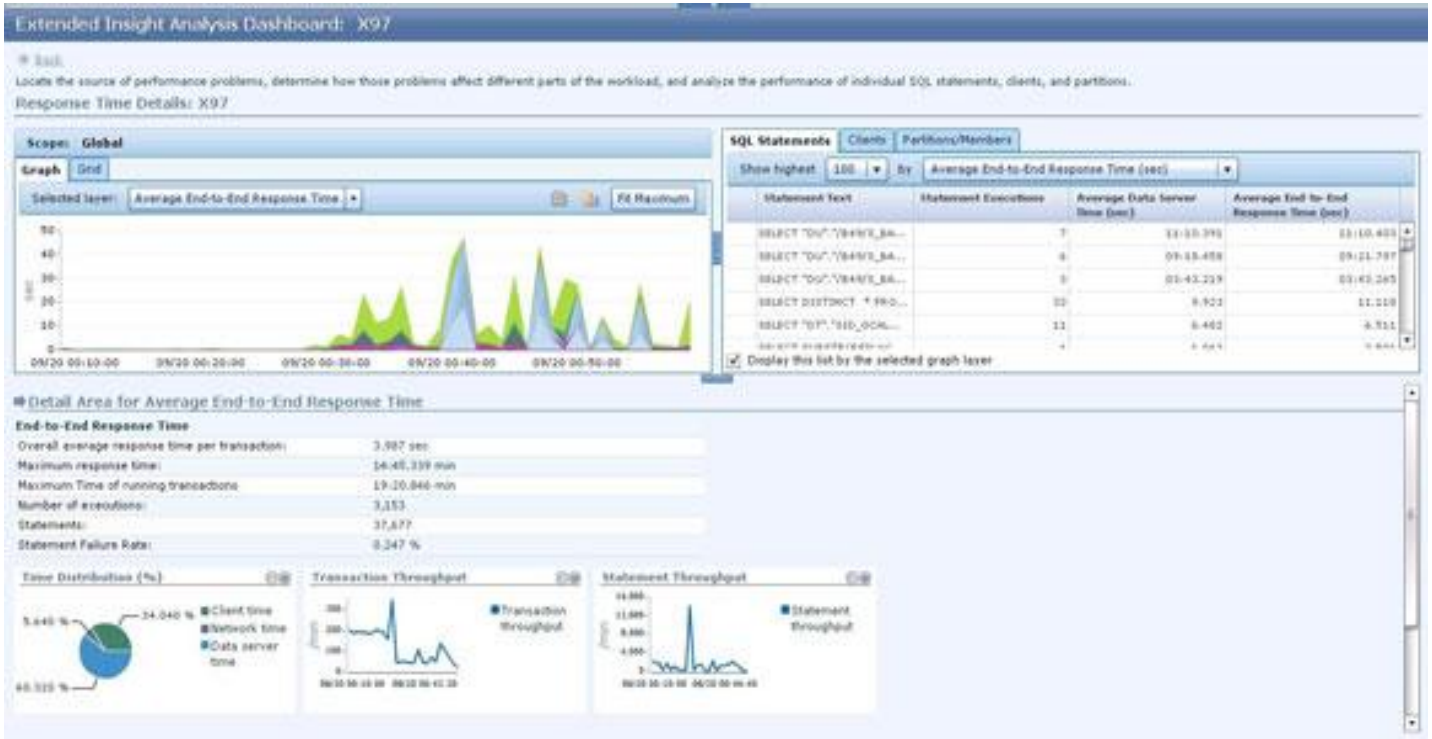
Compression

- Row Compression
- Adaptive Row Compression
- Value Compression
- XML Compression
- Index Compression
- Backup Compression
- Temporary Table Compression

30% to 70% storage reduction and more with BLU!

Performance Optimization Feature (POF)

Extended Insight extends monitoring beyond just the database server to understand the components of application response time across multi-tiered application stacks.



Federation and Replication

InfoSphere Federation Server (IFS) creates a consolidated view of your data to support key business processes and decisions. With Federation you can access and integrate diverse data and content sources as if they were a single resource - regardless of where the information resides.

The Federation capability being included with AESE is limited to combining data from Oracle with DB2 for LUW.

If you are already using IFS to combine other disparate sources such as SQL Server, Sybase and DB2 into a single virtual view, or need this capability, you must purchase the IFS software separately.

Poll Question #3

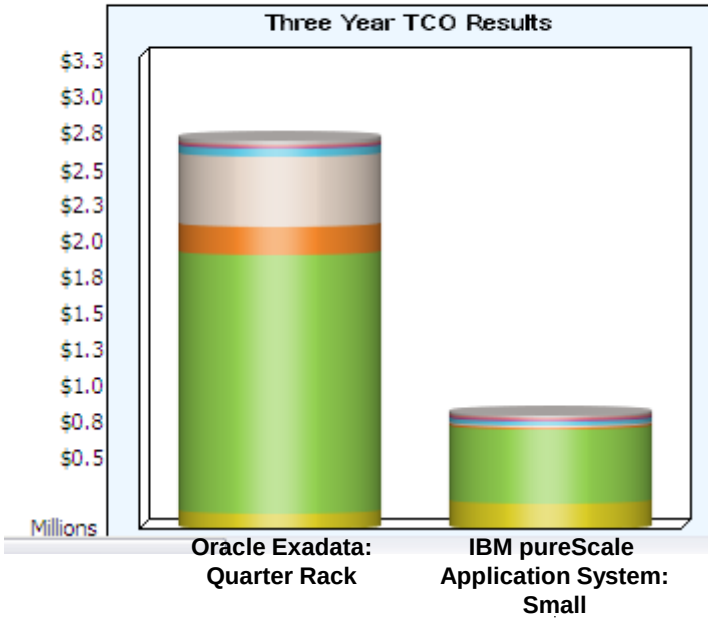
IBM Information Management

3-Year TCO and initial investment comparison

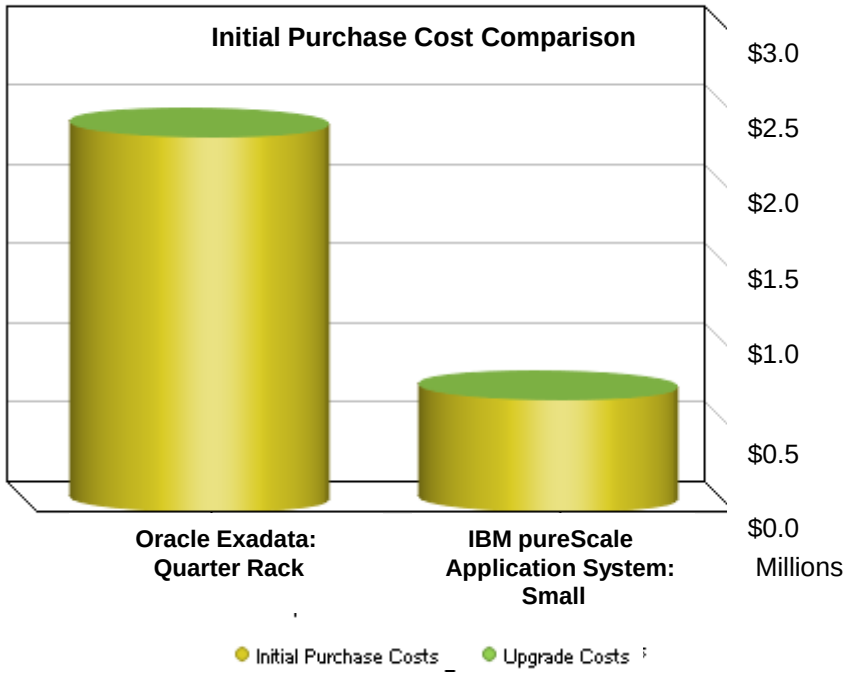
Oracle Quarter Rack Exadata vs. Small pureScale Application System

3 Yr TCO Savings with IBM over Oracle = 71%
Investment Cost Savings with IBM over Oracle = 70%

Savings with IBM pureScale $2,330,378 or 70.7%



Savings with IBM pureScale $1,666,447 or 70%



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Next steps:

- Review the information you will receive from TFG with your team
- Schedule a call to discuss getting a Business Value Assessment or cost comparison underway
- Collaborate on the migration plan
- BREAK FREE!

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Poll Question #4

IBM Information Management

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Coming October 26th!

$100 DISCOUNT

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Resources:

- IBM acquisitions:
- https://www-304.ibm.com/partnerworld/wps/servlet/download/DownloadServlet?id=1s2hNeUVFebiPCA$cnt&attachmentName=software_acquisition_summary_073114.pdf&token=MTQxMTU2NzY4OTg3Mg==&locale=en_ALL_ZZ
- Schedule a call to discuss getting a Business Value Assessment or cost comparison underway
- Collaborate on the migration plan
- BREAK FREE!

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Thank you

Bill Kincaid, IBM

Kim May, The Fillmore Group

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