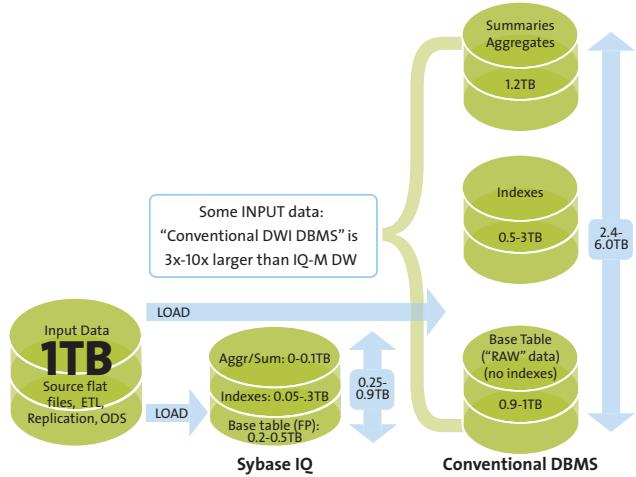# Sybase® IQ

WHY DO ORGANIZATIONS NEED SYBASE IQ?

Most organizations are struggling to deal with data management and data growth. Analysts cite growth rate as high as 125%. As data explodes, so does the cost of managing that data. As data warehouse, reporting, and business analytical application databases increase in size, most organizations use only one way to respond. They apply more processing power to deal with very large databases and increasing numbers of users. Analyzing large amounts of data for a high number of users has always been a formidable and expensive task. Although the "hard costs" of storage are decreasing, the "soft costs" associated with maintaining data are substantial. Sybase IQ resolves all these business pains.

WHAT IS SYBASE IQ?

Sybase IQ is a highly optimized analytics server, designed specifically to deliver ultra-high-speed business intelligence and reporting on standard hardware and operating systems. Sybase IQ provides the absolute lowest total cost of ownership for your analytical applications and reporting systems. Unlike traditional databases, Sybase IQ is architected for analytics—not transactions—with a column-based structure. The patented indexing makes it the preeminent choice for data warehousing and reporting. Sybase IQ provides a reduction in disk and CPU requirements (by reducing I/O bottlenecks) compared to traditional row-based RDBMS systems that have to be retro-fitted to support Data Warehousing and Analytics.

WHAT IS UNIQUE ABOUT SYBASE IQ?

Sybase IQ reduces overhead, storage costs, and maintenance requirements. Combine this with faster data loads and faster query response times and you will see an ROI you have only dreamed about. Some of the unique benefits of Sybase IQ are:

- **Faster**—Delivers ad hoc query performance up to 100 times faster than a traditional RDBMS.

- **Lower TCO**—Requires less storage by compressing raw data up to 70%, while traditional OLTP databases explode data by 150-500%.

- **Easier**—Easier to maintain than traditional databases and does not require time- and resource-intensive tuning to obtain excellent performance.

- **More Scalable**—Offers near-linear user and data scalability to support thousands of users and terabytes of data.

SYBASE®