



WINTER CORPORATION

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EXPERTS IN LARGE SCALE DATA MANAGEMENT

MAKE FACT-BASED PURCHASING DECISIONS

TODAY'S terabyte- and petabyte-scale data management systems are multimillion dollar investments with the potential to yield up to billions in business value—but only if they accelerate time-to-value...perform as needed to meet business-critical objectives ...scale on demand to support growing analytical requirements...and do it all cost-effectively. Meeting these prerequisites demands a proven, far-sighted approach to platform selection—one which equips organizations with the insights to make sound purchasing decisions and maximize the return on these high-stake initiatives.

► CHOOSE AN EXPERT, VENDOR-NEUTRAL APPROACH TO PLATFORM SELECTION

Winter Corporation's *Platform Selection* service enables you to optimize the business value of your large-scale data management system by choosing a platform that performs and scales to meet your business objectives. *Platform Selection* is a quantitative, 100% objective process that combines our unrivalled expertise in terabyte-scale and petabyte-scale data management and in-depth knowledge of commercial database products. We begin by converting your business objectives into quantifiable database engineering requirements over your planning horizon. Next we map these requirements against the current capabilities and future direction of all

products under consideration. After quantifying how each product meets your requirements within your cost and time-to-value parameters, we recommend the best database platform for your needs.

► ELIMINATE THE GUESSWORK IN IDENTIFYING YOUR DATABASE INFRASTRUCTURE

Winter Corporation's *Platform Selection* service provides clear answers to questions such as:

- How do the performance characteristics of database products diverge as your data volumes, usage and workloads grow?
- How are the products under evaluation likely to develop over your planning horizon?
- Which DBMS, operating system, server and storage system will best meet the growing performance requirements of your data warehouse over time?
- Will your planned database infrastructure eventually run out of headroom—or scale on demand to support business objectives?
- Will your data be available and up-to-the-minute when you need it?

► RELY ON WINTER CORPORATION EACH STEP OF THE WAY

Working with your project team, Winter Corporation takes a systematic,

Platform Selection

Consulting – Research – Architecture – Engineering

requirements-driven approach to *Platform Selection* that consists of the following steps:

1. Define the business objectives of your large-scale data management project.

Based on the inputs of your information technology (IT) and prospective user organizations, we establish a clear, concrete description of the system's business objectives—including the new process and/or service being provided, its required content, desired results, user population and timeframe.

2. Quantify the engineering requirements of the new data management system.

Next we translate your business objectives into precise system specifications. Using proven techniques, we quantify the database size and macrostructure (e.g., number/size of records), projected workload (e.g., type/frequency of queries), data availability and latency, and response time needed to meet business goals. We also project how the scale of the operation is expected to increase over time.

3. Describe the infrastructure that will support the database platform.

How a data management infrastructure is configured can have a huge impact on platform requirements. Winter Corporation describes the infrastructure's components and identifies any requirements they impose on the database platform.

4. Identify the most appropriate platforms for evaluation.

Leveraging our industry experience, we can quickly identify the "short list" of platforms to evaluate based on your business objectives and engineering requirements.

5. Design the optimal evaluation process.

Should you get competitive bids or work with one preferred supplier? Is a benchmark or proof-of-concept necessary? If so, what does it have to prove? How do you gather hard evidence to size up a platform against your requirements? Winter Corporation designs the

right evaluation process to meet your timeframe, budget, business goals and technical requirements.

6. Evaluate the performance and scalability of each platform.

We apply quantitative techniques to cut through vendor claims and analyze the performance, scalability, configuration and cost of each prospective platform. Leveraging our industry-leading expertise, techniques and tools, we can also extract the most relevant information from reference sites—and create, conduct and audit benchmark tests.

7. Analyze the evaluation results and report findings.

How well does each platform address your requirements? Where there is a gap, what are the tradeoffs in price, performance, risk and business value? Based on our in-depth analysis, we deliver insightful conclusions to the evaluation process and recommend the best platform and/or strategic steps to meet your business objectives.

► **WINTER CORPORATION: THE LARGE SCALE DATA MANAGEMENT EXPERTS**

Winter Corporation is an independent consulting firm that focuses exclusively on the performance and scalability of terabyte-scale and petabyte-scale data management systems throughout their lifecycle. Since our inception in 1992, we have architected many of the largest, most challenging databases in production today. With decades of experience working on large-scale database implementations and in-depth knowledge of database products, we deliver unmatched insight into the issues that impede performance and the technologies that enable success. We also survey the owners of the world's largest databases—providing additional visibility into today's most effective database products, tools and techniques.