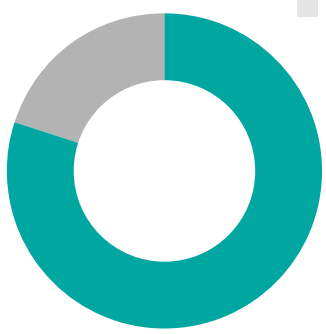


Big data is THE NEW NATURAL RESOURCE and it's growing...fast



Are you tapping into the new currency of data?
Are you generating real-time insight from analytics?



80%
of CEOs depend
on data for insight
to make decisions



3.6x
Businesses using analytics are
likely to outperform their peers¹

IBM DB2 with BLU Acceleration on IBM Power Systems provides the game changing innovation you need to become a leader in analytics

Super
FAST

Screen transactions faster and more frequently
for better fraud prevention

82x Faster insight with next generation
in-memory computing²

Enhance performance with **Power Systems**,
built with the first processor designed for big data³

Super
SIMPLE

Shorter time to business value
with less maintenance and upkeep

2 step process to
LOAD AND GO



Create table
Load data
DONE.



Indexes,
Aggregates,
Tuning

Super
EFFICIENT

Dramatically lower costs with exceptional
price-performance advantages



747x
Improve business efficiency,
deliver complex queries faster⁴



10x
Client reported storage
space savings⁵

Choose DB2 with BLU Acceleration on Power Systems
so you can dramatically speed and simplify
the delivery of business insight.



BLU Acceleration is a game changer for in-memory computing;
super fast, simple, and efficient. For more information visit
ibmbluhub.com/solutions/blu-power

¹ Source: 2013 IBV Analytics survey, collaborative research effort by the IBM Institute for Business Value and the Said Business School at the University of Oxford

^{2,4} Based on IBM internal tests comparing DB2 with BLU Acceleration with a comparably tuned competitor configuration executing a materially identical 2.6TB operational analytics workload in a controlled laboratory environment. Test measured 60 concurrent user report throughput executing identical Cognos BI report workloads. Report per hour metric calculated for each category of reports as total completed reports/hours to completion of all reports in the category. Competitor configuration: HP DL380p, 24 cores, 256GB RAM, Traditional Database, SuSE Linux 11SP3 (Database) and HP DL380p, 16 cores, 384GB RAM, Cognos 10.2.1.1, SuSE Linux 11SP3 (Cognos). IBM configuration: IBM S824, 24 cores, 256GB RAM, DB2 10.5, AIX 7.1 TL2 (Database) and IBM S824, 16 cores, 384GB RAM, Cognos 10.2.1.1, SuSE Linux 11SP3 (Cognos). Results may not be typical and will vary based on actual workload, configuration, applications, queries and other variables in a production environment. Values shown are normalized to \$ per 100 transactions for both POWER8 and x86 Ivy Bridge v2. Prices, where applicable, are based on published US list prices for both IBM and competitor. By Big Data, IBM means handling both extraordinary large volumes of structured (relational databases) and unstructured (noSQL, Map Reduce) data from which customers derive analytics and insight. The POWER 8 processor is the first processor with differentiated capabilities designed to handle both structured and unstructured data. Such capabilities include:

³ the CAPI (Coherent Accelerator Processor Interface) Architecture with key data capabilities e.g.: a) CAPI Flash Access Efficiency, b) Storage reduction via CAPI Attached Compression Accelerator, and c) Throughput and latency advantage of CAPI Attached Mellanox RDMA Fabric.
⁴ DBMA (dynamic balanced memory architecture) in the form of key capabilities, e.g. a) Internal Processor Data Flow b) Memory Bandwidth advantage c) Cache capacity advantage

⁵ Client-reported testing results in DB2 10.5 early release program. Individual results will vary depending on individual workloads, configurations and conditions, including table size and content.