



WINTER CORPORATION

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SPECIALISTS IN THE WORLD'S LARGEST DATABASES

WILL YOUR SYSTEM KEEP UP WITH GROWING NEEDS?

S CALABILITY—the power to expand your database platform to support growing user communities, launch new services, integrate more data and handle greater workloads—is fundamental to business growth. Yet ensuring scalability is a daunting challenge. That’s because all data management architectures have their scaling limits. If business requirements never exceed these limits, the system works just fine. But businesses grow and needs change. As new demands strain your infrastructure, scalability issues inevitably emerge—impeding performance, constricting decision-making and turning missed deadlines into lost opportunities.

► GROW YOUR DATA WAREHOUSE SMOOTHLY AND ECONOMICALLY

With Winter Corporation’s *Scalability Assessment* service, you can anticipate and manage the scalability issues of your large data management system at any point in its lifecycle. This proactive approach to risk management can eliminate the staggering downstream costs of scalability problems by finding them before they drag performance to a standstill, corrupt your data warehouse, shut down revenue-driving operations, disrupt your supply and distribution network, or do other damage that can really hurt your business.

Scalability Assessment is a fast, affordable service that draws upon our leading expertise in technology near, at and beyond the frontier of database scalability. Through this systematic process, we accurately evaluate the scalability of your large-scale database platform in light of emerging requirements ...define and quantify its risk factors...and identify how to resolve lurking scalability issues before they impact business success.

► GAIN CLEAR INSIGHT INTO HIDDEN SCALABILITY PROBLEMS

Scalability Assessment answers challenging questions such as:

- Will your data management system scale to provide critical new services? Or will it run out of “headroom”?
- Will it respond quickly to a growing number of more complex queries? Or will users outgrow its analytic capability?
- Will performance degrade if you add a new application?
- Will the system handle a tenfold increase in users and still meet service level commitments? Or will it break under load?
- Will it keep pace with new data capture technologies? Or will it fail to make timely new data available to users?

Scalability Assessment

Consulting – Research – Architecture – Engineering

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► MAXIMIZE THE BUSINESS VALUE OF YOUR DATA WAREHOUSE

Consider how a scalable architecture can contribute to enterprise success:

- A large retailer, faced with spiraling promotional costs, scaled its data warehouse to analyze more detailed customer and purchasing data. Now it can pinpoint high-potential prospects in each product category and target campaigns accordingly—increasing sales and slashing costs by focusing on its biggest profit opportunities.
- A financial services firm launched a multichannel strategy to boost revenue. By scaling its database to link all of a client's transactions whether they occurred at a branch, ATM, call center or online, the firm can access a complete, up-to-the-minute picture of each client—enabling it to provide real-time service that cultivates more profitable client relationships.
- A leading manufacturer needed to improve supply chain efficiency to keep production on track. By scaling its data warehouse to analyze data from multiple feeds, the firm gained a unified, near real-time view of its global supply network—enabling it to streamline logistics and source the right parts at the right price.

► RELY ON A PROVEN, PROACTIVE SOLUTION FOR MANAGING SCALABILITY

Winter Corporation takes a quantitative, requirements-based approach to *Scalability Assessment* by:

1. Defining the new business objective of your large-scale system.

With inputs from your information technology (IT) and user organizations, we create a clear, concrete description of the system's business objectives—including the new service and its content, results, user population and timeframe.

2. Quantifying the engineering requirements for the new service.

We measure the impact of the new business objective on system specifications. Using proven techniques, we quantify the precise 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 new operation is expected to scale over time.

3. Identifying your current database architecture plan.

We define the existing platform, configuration and environment, along with any planned changes. Then we isolate the critical factors that dictate the capacity of this architecture.

4. Analyzing the scalability limits of your planned platform.

We identify and evaluate the constraints of your planned architecture in light of its new requirements—leveraging our decades of experience solving scalability problems for many of the world's largest databases and our insights into relevant historic benchmark data.

5. Reporting findings and recommendations.

We define the specific steps you can take to proactively resolve your scalability issues and enable your data management system to keep pace with growing business needs.

► WINTER CORPORATION: THE SCALABILITY EXPERTS

Winter Corporation is an independent consulting firm focusing on the performance and scalability of terabyte-scale data management systems. Since our inception in 1992, we have architected many of the world's largest databases. Today we provide a wealth of hands-on expertise, proven methods, product insight and technical expertise to solve the toughest scalability problems. We also survey the owners of the world's largest databases, providing additional visibility into today's most scalable database products.