

D E L P H I X

LIBERATE DATA AND ACCELERATE INNOVATION

Chris Cook | Chief Executive Officer | August 3, 2017



TOTAL WORLDWIDE DATA 163 ZB by 2025

The majority of this will be created and managed by enterprises



Enterprise data is growing the fastest

4 ZB In 2015,
30% of all data

95 ZB in 2025,
60% of all data

25x increase of
enterprise data



**Are You Prepared to Handle
the Scale of Data?**

Data is Your Most Important Asset



Data needs to flow
without constraints

CIO's Top Challenges

People
Challenge

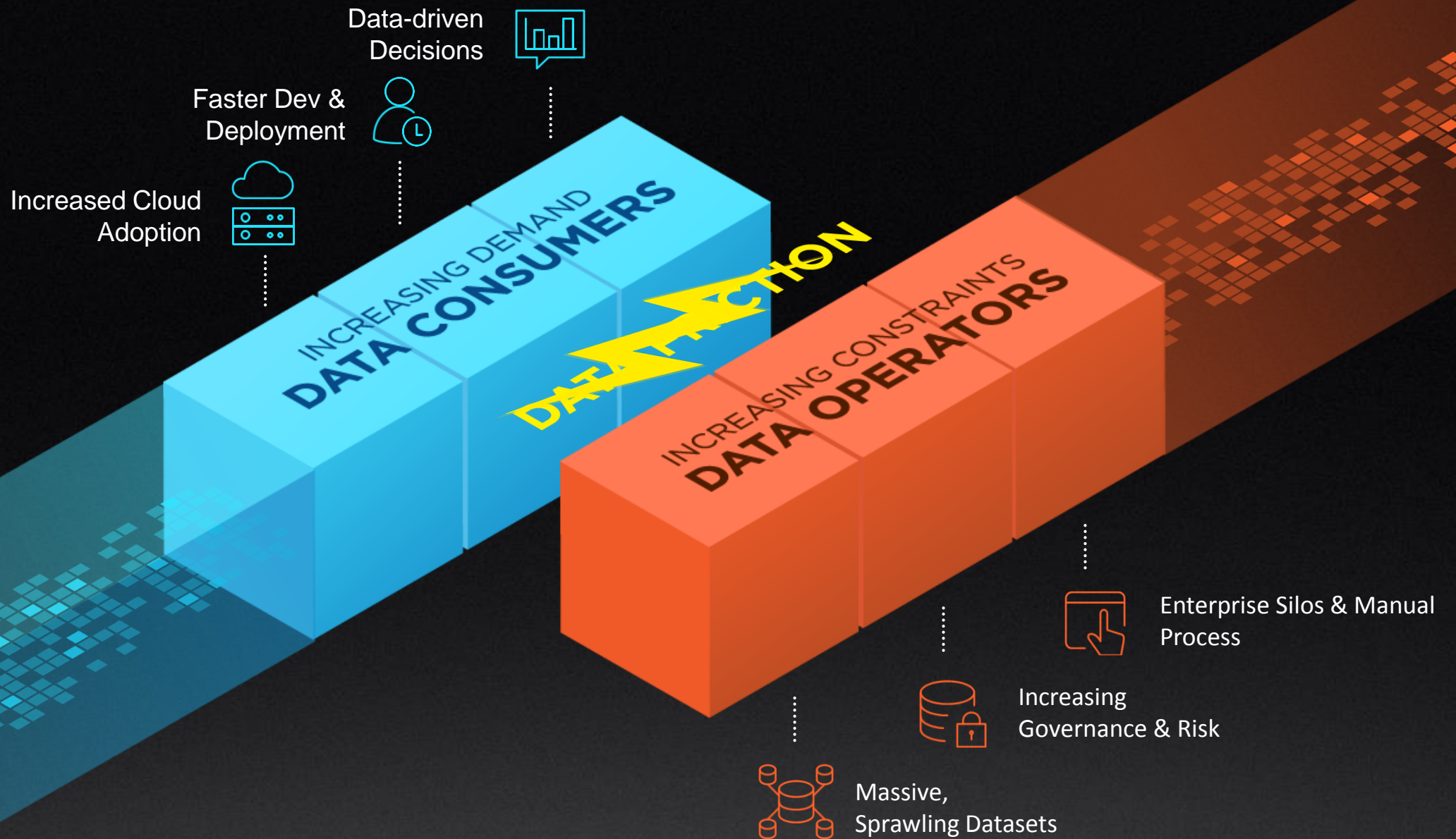
Silos of
Data

Need to
Go Faster

Need for
Agility

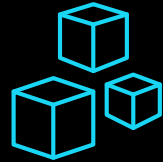
Security
Risks

Do all of the above and reduce costs



A New Approach to Data

Portable

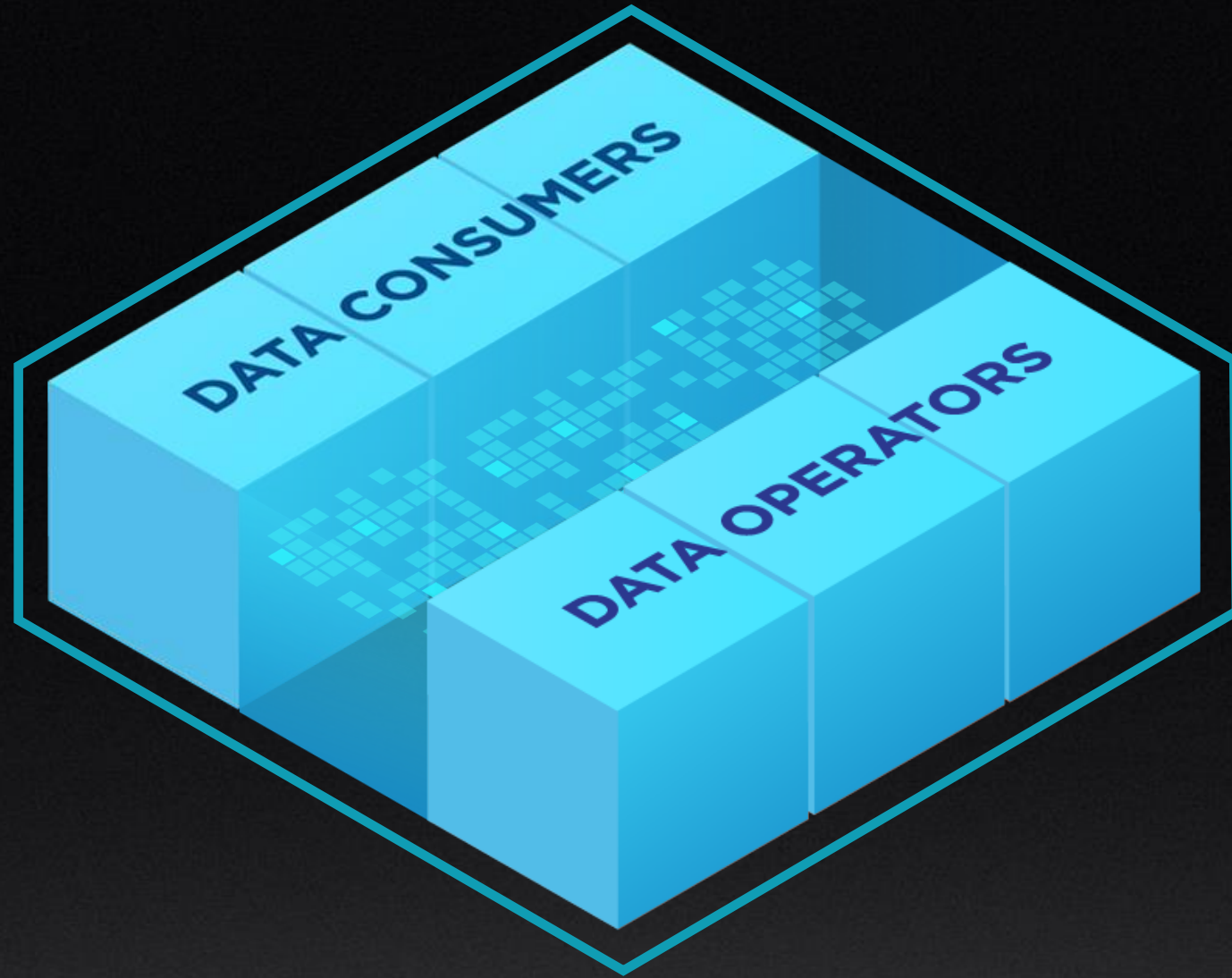


Available



Secure



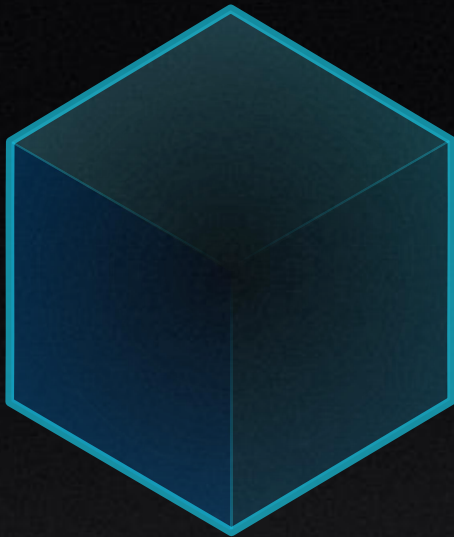




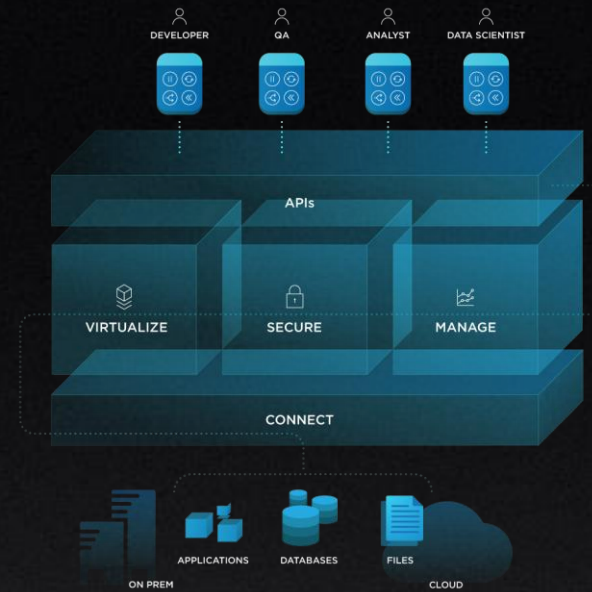
DataOps

The alignment of people, process, and technology to enable the rapid, automated, and secure management of data at scale.

D E L P H I X

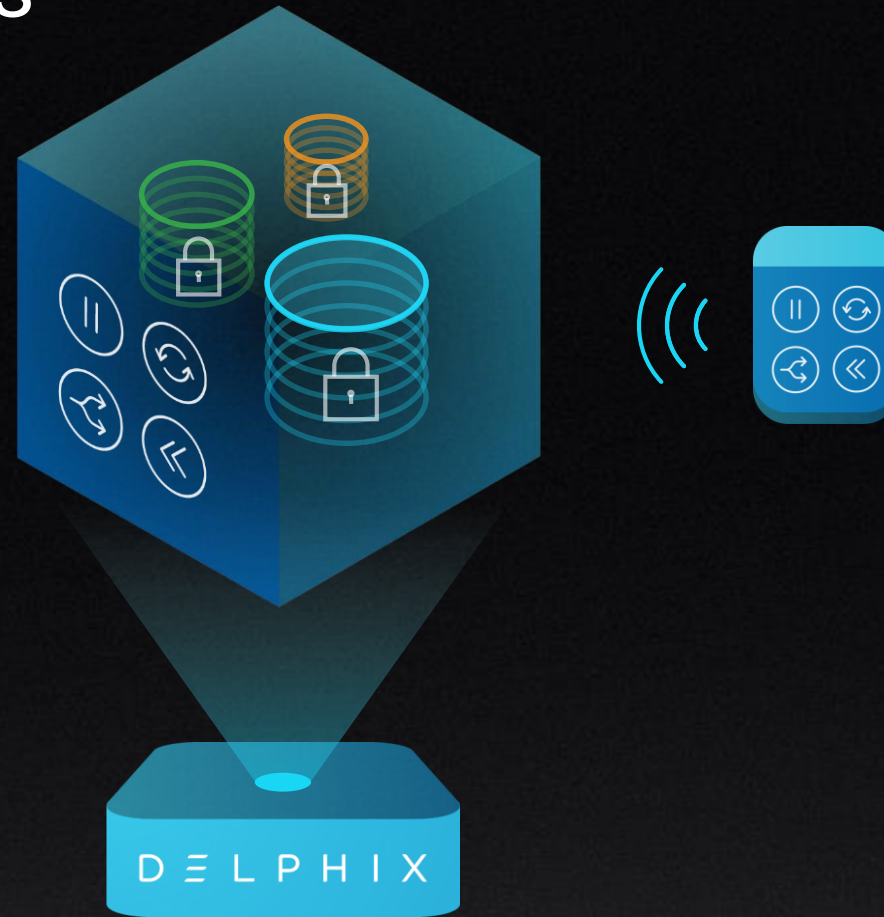


DataOps



Dynamic Data Platform

The Power of Data Pods



 Personal

 Secure

 Portable

 Lightweight

 Dynamic

Your Teams Don't Need to Wait for Data Anymore



Faster

SPEED

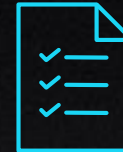
of data.



Eliminate

SECURITY

concerns as data
proliferates.



Improve user

PRODUCTIVITY

with self-service access.



Data Privacy and Security / Application Dev

- Affordable Care Act drove tremendous businesses growth
- Develop new apps and manage surging data volumes
- HIPAA compliance required - patient data at risk in non-prod

50% REDUCTION

application project
schedules

**OVER 3
PETABYTES**

storage savings

**80%
LESS**

surface area of risk for data
breach



Mergers, Acquisitions, Divestitures

- App separation for HPI, HPE without impacting operations
- Data, environments needed for SMO data cleansing
- Legal hold required on data pre-split, for regression testing

ZERO DOWNTIME

pre-split for financial close,
post-split for go live

20× FASTER

SAP provision, refresh,
rewind <1hr

>80% CONSOLIDATION

2.1 petabytes into
240 terabytes

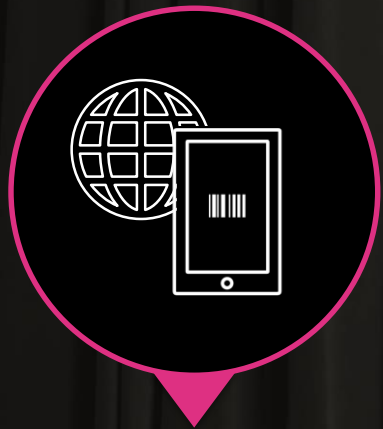


StubHub

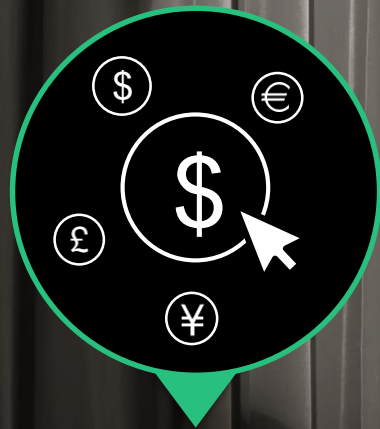
Marty Boos

Chief Information Officer, StubHub

StubHub



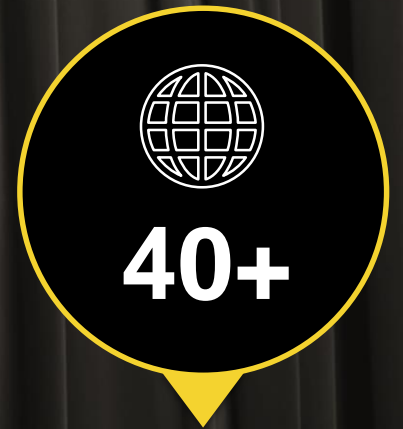
**WORLD'S LARGEST
TICKET
MARKETPLACE**



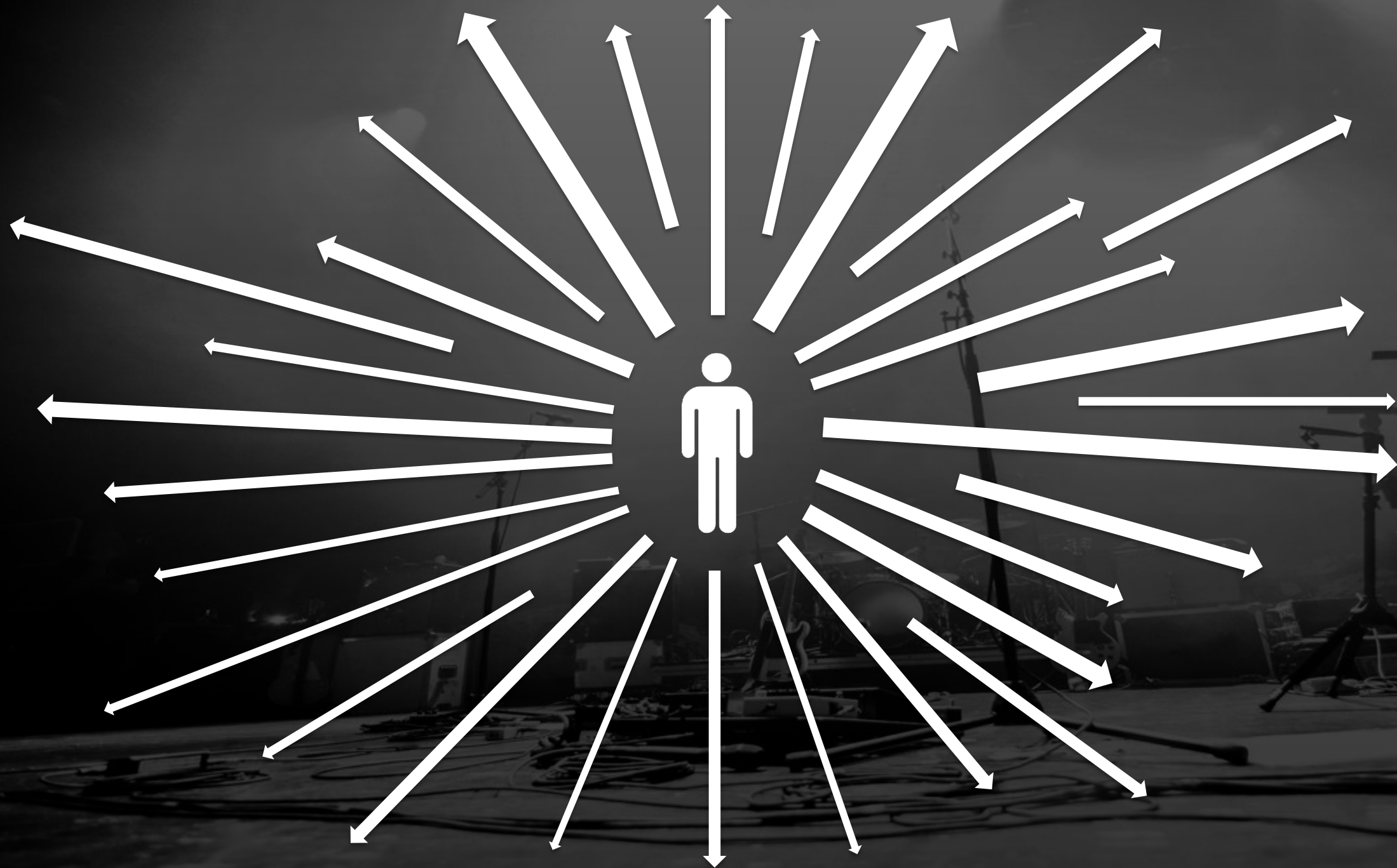
**MILLIONS OF
ORDERS
PER MONTH**



**1.3 TICKETS
SOLD EVERY
SECOND**



**SITES AROUND
THE WORLD**



Monthly Peaks



Infrastructure 2.0 2014

Virtualize everything,
private cloud

Expand Developer
Environment footprint

Automate Everything
(Build, Deploy, DB Replication)

Canary Deployments

Waterfall to Agile

DEV create time from
14 Days >> 2 Days

In 2014, enabled
over 1000
releases in 2014

Infrastructure 3.0 2016

Enable Self Service
Tools for development
environment create

Automated Smoke Tests

Common
Deployment Tool
(DEV/PROD)

Enabled Self Service
restarts/baseline

Multi-Pod Deployments

DEV create time from
2 Days >> 2 hours

In 2016, enabled
over 2,500 releases

Infrastructure 4.0 2018

Expand to
Public Cloud/Private Cloud

Allow for build and deploy
anywhere (Global Features)

Enable self service
experimentation for DEV

CI/CD
Deploy all day

Goal of continuous
deployment 10,000+
releases year

We must continue
to transform everything
we do, and not be afraid
to retire what we built
last year.

PEOPLE | PROCESS | TECHNOLOGY

StubHub

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Thank you

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