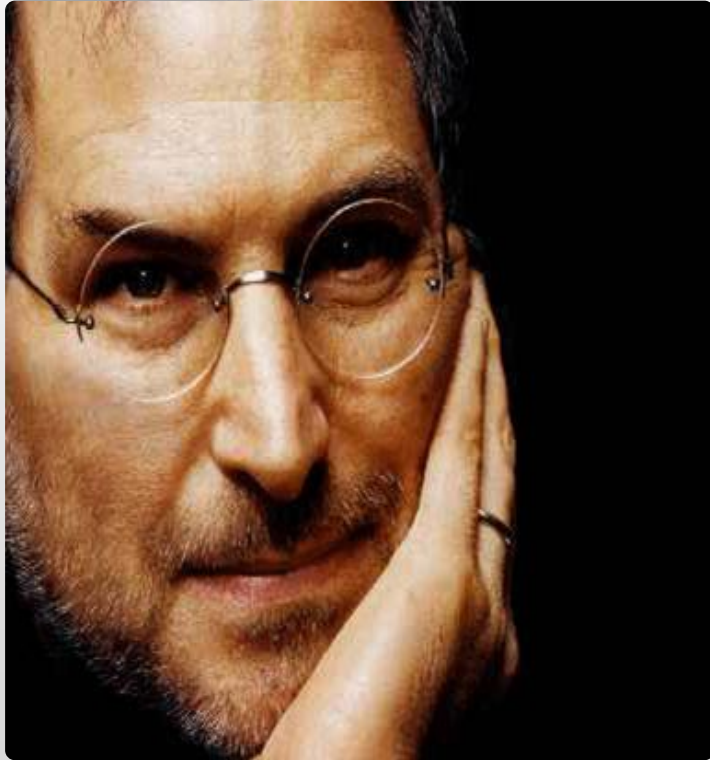




Big Data + Open Source + Collaboration= Big Innovation

Luke Lonergan
Co-founder Greenplum &
CTO, EMC Data Computing Division

May 17, 2011



To make step-function changes, revolutionary changes, seems to take a very unique combination of timing, technology, talent...and luck to make significant change in our industry. It hasn't happened that often.

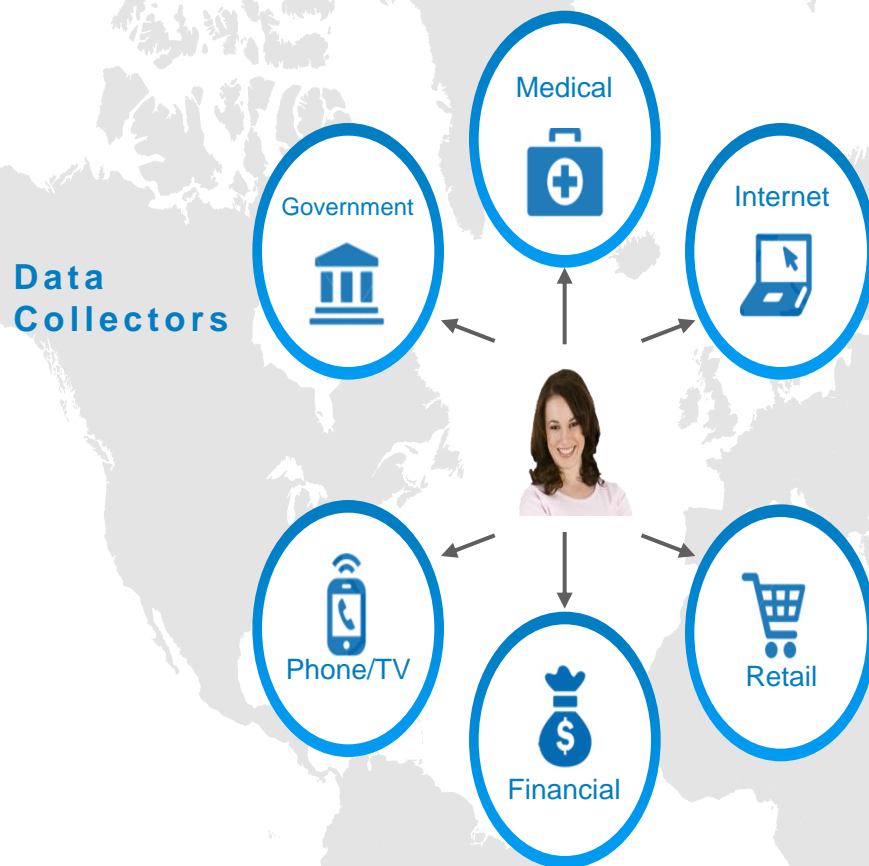
Steve Jobs, 1995



Data Is A REVOLUTIONARY Change



New Realities. The New Normal.



New Realities. The New Normal.

Data Devices



Data Collectors



New Realities. The New Normal.

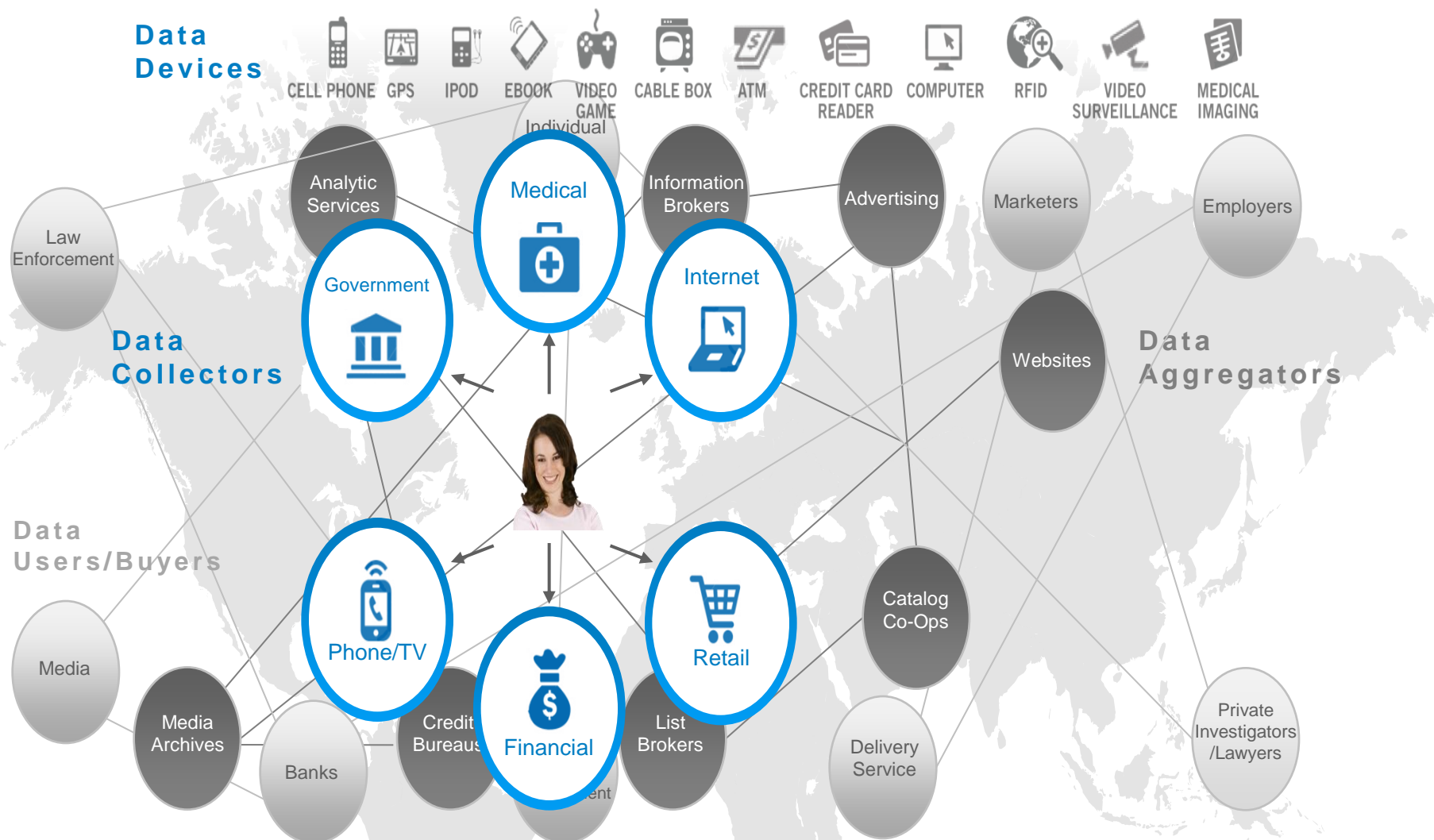
Data Devices



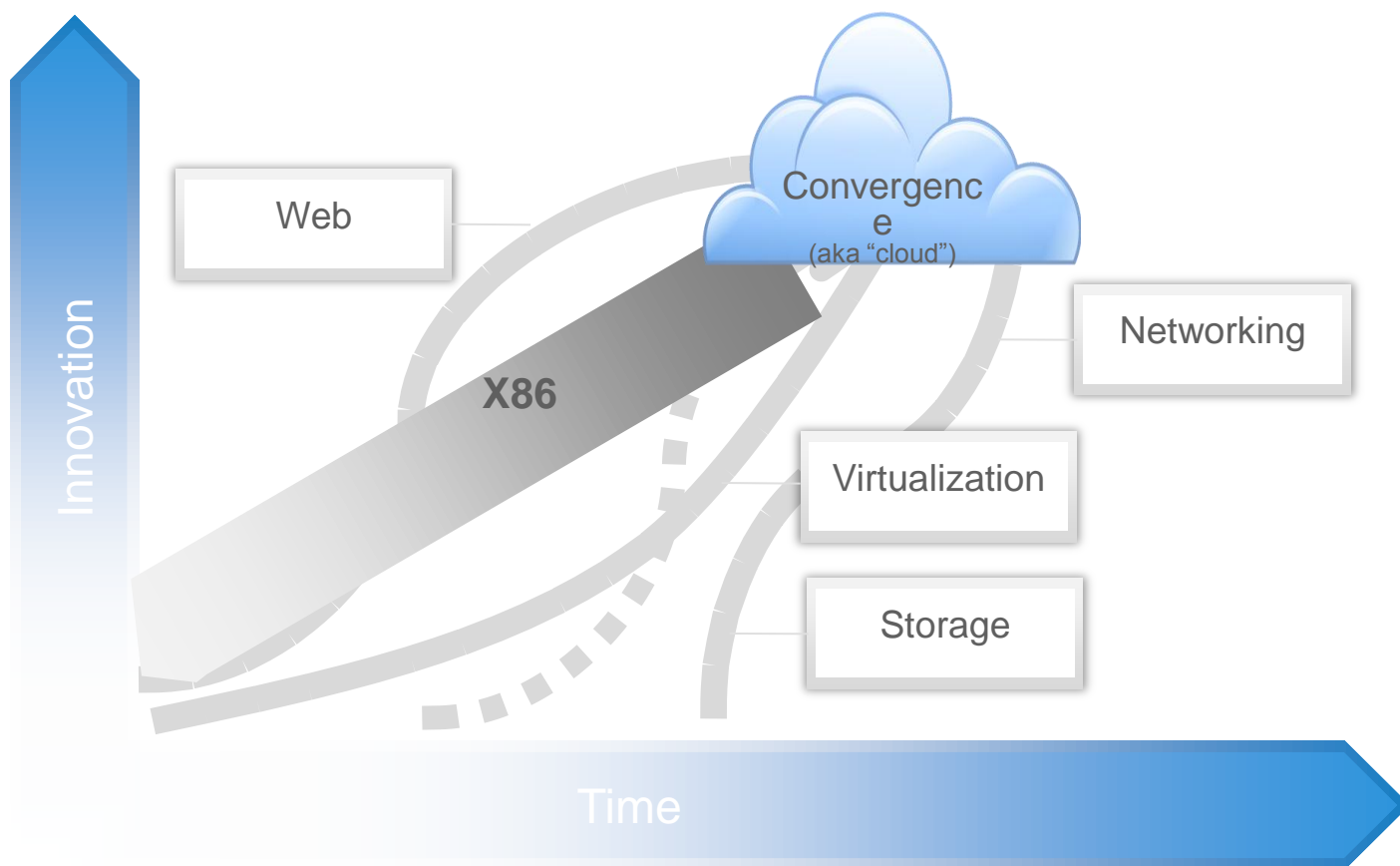
Data Collectors



New Realities. The New Normal.



Why Now?



Processing data is now

100-1000X

FASTER AND CHEAPER

Compute Moves to Data

What Do We Need ?



Community



Innovation



Data Scientists

And

a complete big data analytics stack

Community Edition - Greenplum CE

- Unleash Innovation
- Increase learning
- Collaboration
- Zero Friction Adoption
by Developers



**POWER
TO THE
PEOPLE**

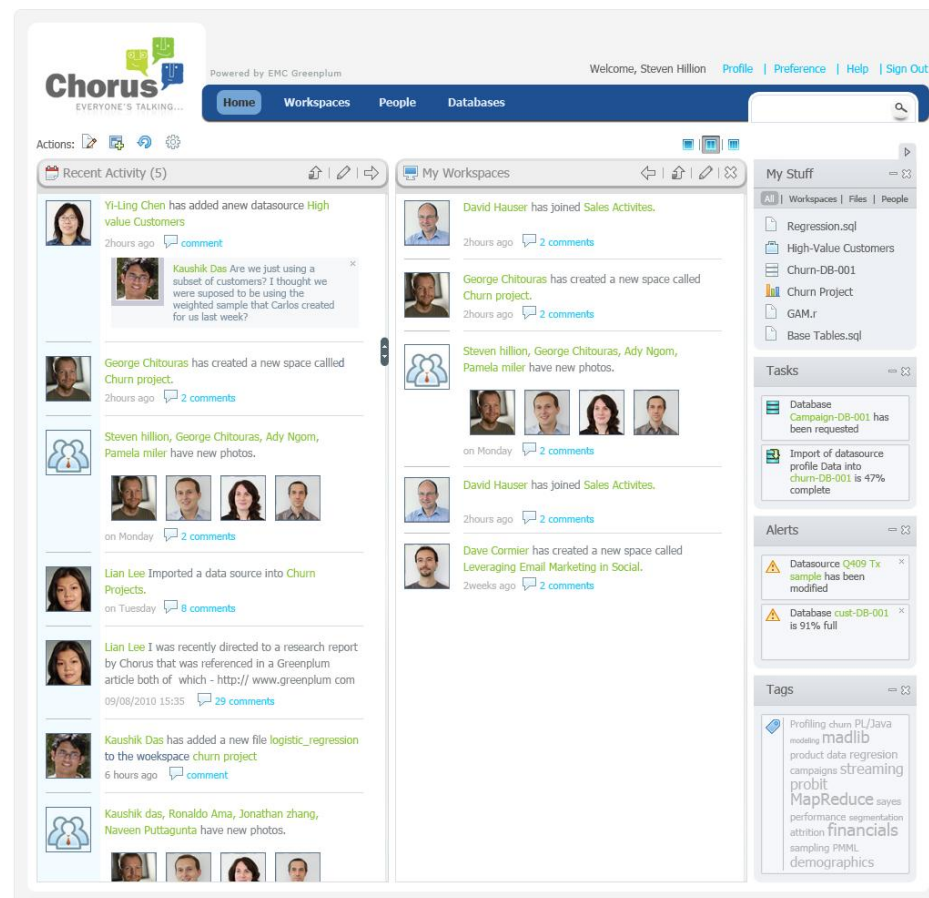
Greenplum Chorus

- Data is now discoverable, self-documenting, and shared

Browse schemas and explore data with powerful search and visualization tools.

Attach documents, ask questions, add comments, and build a living data dictionary.

Define data sets, share them with the team, and schedule imports



Building a Complete Big Data Analytics Stack

Analytic Toolsets

(Analytics, BI, Statistics)

Greenplum Chorus

Enterprise Collaboration Platform for Data

Greenplum Data Computing Appliances

Purpose-built for Big Data Analytics

Greenplum Database

Enterprise & Community Editions
World's Most Scalable MPP Database Platform

Greenplum HD

Hadoop Enterprise & Community Editions
Enterprise Analytics Platform for Unstructured
Data



EMC HADOOP

Unstructured.
Real-time.
Enterprise-Ready.



WELCOME TO THE WORLD OF BIG DATA ANALYTICS

Structured. Unstructured. We've Got You Covered.



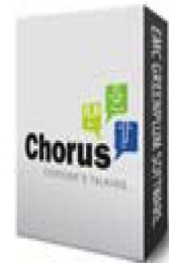
EMC GREENPLUM HD
Enterprise-Ready
Apache Hadoop



EMC GREENPLUM
DATABASE
Industry-Leading
MPP Performance



EMC GREENPLUM
COMMUNITY EDITIONS:
Greenplum HD
Greenplum Database



EMC GREENPLUM
CHORUS
The World's First
Enterprise Cloud Platform

Big Data Innovators

www.DataHeroAwards.com



Big Data Use Cases Across Industries

Walmart.com

IAVAS
DIGITAL

NYSE Euronext

symantec

comSCORE

FRANKLIN, TEMPLETON,
INVESTMENTS

Regence

ORBITZ

skype

T-Mobile

liveops

ZIONS BANK

NASDAQ

Rakuten

dotomi
Taking Media Personally

AVON
the company for women

McAfee

ADP

The McGraw-Hill Companies

AutoZone

Hutchison Telecom

EMC¹⁸

Data Hero Award Winners

Vivek Kundra, U.S. CIO – Visionary Award



Data Hero Award Winners

Silver Spring Networks – Energy Category



What Else is Possible?

Big Data = Big Opportunity