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Netezza Insight

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ABSTRACT

As organizations extend analytics to a broader user population and move to fact-based decision making, the need for high-performance back-end databases increases. SAS has recognized this with in-database analytics, where analytics are performed in the data warehouse, without moving data into a separate analytics data mart. This reduces costs, delays and potential errors. More importantly, analytics is not compromised by sampling.

In this presentation, you'll hear how Netezza is at the forefront of this trend. In November 2009, SAS announced the SAS Scoring Accelerator for Netezza which will help businesses obtain analytical results faster. In February, Netezza unveiled TwinFin i-Class, an analytic appliance that supports languages and constructs of advanced analytics, allowing SAS users to build complex models within the TwinFin data warehouse. Analyses can then be executed quickly, by an entire user population leveraging TwinFin's massively parallel processing (MPP) capability against all the data in the data warehouse.

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