Information Technology (IT) managers are under siege to meet rising business demands while controlling data delivery costs. Enterprise Data Warehouses in large enterprises now routinely reach hundreds of terabytes or petabytes.

Hadoop extends the move to multi-platform environments, making it more difficult for enterprises to manage their data ecosystems holistically.

Organizations cannot continue on this path without a prohibitive impact on resource and infrastructure costs. Just as CFOs need data to run their business, IT needs data to run its infrastructure. To make informed decisions, IT needs data about how business users are consuming application and data assets.

With Attunity Visibility, enterprises can gain insight into business activity and data usage across data platforms to deliver increased operational efficiency and reduce data management costs.

Business Activity

Challenges:

• Rising business demands, but inability to assess return on current IT investments
• Lack of visibility into business usage of applications and data for charge-back
• Difficulty in identifying underutilized applications and unused data

Key features:

• Measure activity and usage trends by business lines and departments within your organization
• Identify the most frequently used applications and data in the business context and assess the impact on your data warehouse
• Discover infrequently used applications and unused data to eliminate wasted resources and reduce costs via migration or archival

What does Visibility provide?

» A single view across multiple platforms, including Teradata, Oracle Exadata, IBM DB2, IBM PureData (formerly Netezza) and Hadoop

» Mapping of users and application activity to data usage and data warehouse performance

» Continuous collection, storage, and analysis of all queries and applications against data warehouses

» Data consumption and workload performance metrics for the entire data warehousing environment

<table>
<thead>
<tr>
<th>Business Activity</th>
<th>Query Volume</th>
<th>Rows Returned</th>
<th>CPU Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category</td>
<td>2014</td>
<td>2015</td>
<td>2016</td>
</tr>
<tr>
<td>Sales</td>
<td>50%</td>
<td>60%</td>
<td>70%</td>
</tr>
<tr>
<td>Finance</td>
<td>30%</td>
<td>25%</td>
<td>35%</td>
</tr>
<tr>
<td>Research</td>
<td>20%</td>
<td>15%</td>
<td>10%</td>
</tr>
</tbody>
</table>

This table highlights activity and usage trends reported by Visibility for Business Lines.
Data Usage

Challenges:

- Exponential data growth, coupled with lack of insight into data usage
- Inability to assess how much history is actually used in specific tables
- Difficulty in tracking user activity with sensitive data to minimize risk and compliance exposure

Key Features:

- Identify unused data that can be archived rather than consuming valuable EDW capacity and loading cycles
- Assess how much historical data is being used in large tables to guide data retention policies
- Identify the users that access specific database tables or columns to meet audit requirements

Key Information:

Examples of insights given by Visibility:

» Finance generates less than 15% of query volume but consumes 40% of CPU – identify the top users and what they are doing
» Over 60% of server time is consumed for loading and ingesting data – discover the repetitive workloads that are most intensive
» Over 30 TB of data is not being used by the business – identify the specific Tables that can be offloaded or archived
» The batch load for the key scoring table did not complete – find the users that need to be notified immediately
» The database contains sensitive customer data – pinpoint the BI users and reports used to retrieve unusual amounts of customer data

Workload Performance

Challenges:

- Diagnosing performance issues quickly and without major resource impact
- Difficulty and delay in identifying sources responsible for problematic workloads
- Lack of insight into frequently used data to guide performance tuning

Key Features:

- Easily identify individual application users and BI reports that impact system performance on the data warehouse
- Identify frequently used data associated with problem SQL and quickly identify associated users and applications
- Discover and isolate repetitive and frequent operations that cause bottlenecks in the data warehouse

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