



Calpont and 451 Research Team Up to Discuss New and Emerging Analytic Platforms

Webinar Discusses Analytic Platforms and Use Cases, Featuring Matt Aslett, Research Manager of Data Management and Analytics at 451 Research, and Bob Wilkinson, VP of Engineering at Calpont

Frisco, TX – July 17, 2012 – [Calpont Corporation](#), a leading provider of high-performance analytic databases today announced a webinar, “Analytic Platforms in the Real World,” which will be held Wednesday, July 18, at 1:00 p.m. EDT / 10:00 a.m. PDT. The free webinar explores new advances in data technologies with the rise of Big Data, focusing on the emergence of analytic platforms.

During the webinar, Matt Aslett and Bob Wilkinson will discuss how analytic platforms are addressing traditional and new requirements for BI and analytics. It will provide DBAs, data scientists, data warehousing experts, a look at the evolved data management landscape, the role of analytic platforms in that landscape, and two industry use cases in which InfiniDB, Calpont’s analytic platform, has been deployed.

Specific takeaways for participants to learn include:

- How the analytic platform emerged and its place in the data management ecosystem
- What to look for when considering an analytic platform
- Real world challenges requiring use of an analytic platform
- First steps in developing an analytic platform

To register for the event, visit <https://cc.readytalk.com/r/ewklbc108u79> . This event will also be available online for future viewings.

“The data management landscape is changing rapidly as users adopt new data management technologies and data-analysis approaches to cope with and exploit the increasing volume, variety and velocity of Big Data,” said, Nick Ochoa, vice president, marketing at Calpont. “InfiniDB can be used in the traditional enterprise data warehouse model or as a specific analytic platform that can provide the benefit of dimensional data analysis but with the flexibility and scalability for fast ad-hoc discovery against very large datasets, and without pre-calculations and aggregations. This ability matches the growing analysis needs in many industries, including telecommunications and online marketing.”

To find out more about Calpont and try InfiniDB for your Big Data analytic needs, visit www.calpont.com.

About the speakers

Matt Aslett is research manager of Data Management and Analytics at 451 Research. Matt has overall responsibility for the coverage of operational and analytic databases, data integration, data quality, and business intelligence. Matt's own primary area of focus is on relational and non-relational databases, data warehousing, data caching, and Hadoop. He is also an expert in open source software and regularly contributes to 451 Research's open source-related research.

Bob Wilkinson is the VP of Engineering at Calpont. He is integral in setting the technical agenda for the company and collaborates across major company initiatives that enable customers to create analytic environments to tackle Big Data problems.

About Calpont

Calpont is the provider of InfiniDB – the simple, scalable platform for Big Data analytics. InfiniDB is an MPP, column-oriented data technology designed from inception for massive scale, high performance analytics and ad-hoc data discovery. Known for rapid implementation, unmatched simplicity and extraordinary value, InfiniDB is a proven solution for software, online digital media, telecom, and other data intensive businesses. InfiniDB's unique two-tier architecture optimizes query processing to all CPUs and accesses only the data required for analysis. Complex analyses that used to take hours now take minutes or seconds, consistently. Unlike MapReduce, NoSQL and row RDBMS offerings, InfiniDB is ready for large scale analytic workloads out-of-box - requiring no indexes, materialized views, manual tuning or manual partitioning. For more information, please visit www.calpont.com, join our community at www.infinidb.org, or follow us at www.twitter.com/calpont.

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