



## **New Research Points to the Importance of Advanced Database Technologies for Big Data Analytics**

*Half of Leaders in Aberdeen Research Identify Massively Parallel Processing (MPP) and Columnar Database Technology as a Key Investment for Big Data*

**Frisco, TX – September 17, 2012** – [Calpont Corporation](#), a leading provider of high-performance analytic databases today announced new research from Aberdeen Group, “Go Big or Go Home? Maximizing the Value of Analytics and Big Data,” that discusses best practices for organizations pursuing Big Data Analytics.

The research illustrates that organizations which follow best practices for Big Data analytics are able to meet business demands for data access 32% more often than those that do not. [Nathaniel Rowe](#), Research Analyst for the Aberdeen, commented, “Leaders in the adoption of Big Data technologies realize that by investing more in massive parallel processing (MPP) and column data technologies like Calpont's InfiniDB they are better prepared to address very large scale, low latency analytics for driving their real-time business needs.”

“The research confirms what we have seen from our clients that are adopting InfiniDB: Advances in database technology are providing the foundation that enable Big Data analytics. Columnar technology, like InfiniDB, paired with MPP are empowering a new wave of analytic applications with real-time insights that previously couldn't be achieved with legacy RDBMS because of constrained performance and high resource costs,” said, Nick Ochoa, vice president, marketing at Calpont. “InfiniDB can exploit the increasing volume, variety and velocity of Big Data to create new business models and real business value.”

Free copies of the research are available for a limited time at:  
<http://www.aberdeen.com/link/sponsor.asp?spid=30412223&cid=7913>

To find out more about Calpont and try InfiniDB for your Big Data analytic needs, visit [www.calpont.com](http://www.calpont.com).

### **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](http://www.calpont.com), join our community at [www.infinidb.org](http://www.infinidb.org), or follow us at [www.twitter.com/calpont](http://www.twitter.com/calpont).

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