IN-MEMORY COMPUTING DELIVERS SIGNIFICANT BUSINESS BENEFITS

WHAT IS IMC?

In-memory computing (IMC) changes the way information is stored and processed in an application. Traditional OLAP databases, like Essbase and Analysis Services, typically operate on slow disk drives. By comparison, IMC stores information in the main memory (RAM) of dedicated servers using tables and multi-dimensional cubes. Data and corresponding details can be accessed by multiple, concurrent users within seconds. Some estimate the speed of data access, querying, modeling and analysis to be 10,000 to 1,000,000 times faster than disk storage.

WHY IS IMC SO IMPORTANT?

Today, organizations have to operate smarter and faster. There's mounting pressure for companies to access, consolidate and analyze information to support mission-critical decision-making. Factors include:

- ✓ Tighter timelines for analysis, reporting, forecasting, etc.
- ✓ Greater competitive, economic and environmental threats
- ✓ Higher and more complex demands for information from internal and external stakeholders

At the same time, senior leaders recognize that they need to change how they manage and use data. New business requirements need more agile, efficient and effective technology that allow users to:

- ✓ Collaborate in real time
- ✓ View results at the speed of thought
- ✓ Plan dynamically
- ✓ Respond quickly to threats and opportunities
- ✓ Simulate what-if scenarios

LEGACY APPLICATIONS HINDER EFFICIENCY

Most corporate performance management (CPM) vendors still rely on old technology built for disk-based input/output operations. Typically, these solutions have the following short-comings:

- ✓ Input/output actions are slow since they involve lengthy data loading, aggregation and calculation operations
- ✓ Changes to business models are usually not possible until IT gets involved to make changes
- ✓ Business users often have to wait hours to see a simple aggregation of data occur before they can analyze it, report on it or add new scenarios or assumptions to support what-if simulations

In April of 2013, Gartner issued an announcement about its latest research, *"Gartner Says In-Memory Computing Is Racing Towards Mainstream Adoption,"* predicting that the in-memory market will grow to $1 billion by 2016.

In the CPM space, a handful of forward-thinking vendors have incorporated IMC into their solutions. However, those making the buying decision don't always have a clear understanding of how IMC can concretely benefit their organization. Below is a non-technical explanation of IMC and its benefits.

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Solutions that rely on traditional technology are inefficient, inflexible and do not allow for real-time collaboration, reporting or scenario modeling. These technology solutions are quickly becoming obsolete.

HOW YOU BENEFIT FROM IMC

Modern and efficient CPM solutions, such as Vena™, leverage in-memory technology to provide significant business benefits, like increased speed, greater efficiency and significantly improved performance and decision-making capabilities.

- ✓ **Experience unparalleled speed.** Data is stored in-memory. As you add/edit data and adjust data models, changes are instantly updated throughout your application. No more batch processing for calculations or aggregations.

- ✓ **Collaborate in real time.** Updates are processed in real time without delay. As one person enters data, others can analyze and report on it immediately.

- ✓ **Work from a single source of data.** Because IMC is fast and efficient, you don't need to export your data set to an external source for calculations or analysis. Now you have a central, single and trusted data source to work from.

- ✓ **Analyze at the speed of thought.** There is no waiting to read and write to the disk. When you request data, it is immediately returned. In-memory computing also provides slice-and-dice capabilities against your trusted, single data source.

- ✓ **Flexibility.** In-memory computing is the most flexible means to respond to changes to your business environment. You can dynamically model new what-if scenarios in real time without having to go to IT to request (and wait for) customizations to your rigid database/application structure.

- ✓ **No downtime.** One of the biggest benefits of IMC is it doesn't disrupt or delay your business cycles. The need to validate and check a range of uncontrolled models and spreadsheets can be avoided because all analyses are performed within the highly flexible and controlled environment. Furthermore, you're not held hostage to IT's timelines or priorities for lengthy changes to your application, because business users are fully self-sufficient.

ABOUT VENA

Vena Solutions has redefined how companies automate their most mission-critical finance, accounting and business processes. Our platform embraces the best of Microsoft® Excel®, extending and evolving its capabilities to create a next-generation enterprise solution that is powerful, yet intuitive. Vena is a first-to-market solution that offers the most comprehensive suite of cloud-based corporate performance management (CPM) capabilities with a quick deployment methodology – all without compromising what you love best about Excel.

www.venasolutions.com

SOURCES
http://www.gartner.com/newsroom/id/2405315
http://www.gridgain.com/blog/in-memory-computing-in-plain-english/

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