YELLOWBRICK DATA

Yellowbrick and Digital Realty bring a modern data warehouse through hybrid-IT to centers of data exchange with Data Hub featuring Yellowbrick Data Warehouse. Leveraging PlatformDIGITAL®, Yellowbrick offers an integrated hosted data warehouse solution offered as a service to its customers, accelerating their cloud-adoption strategies.

In Conversation with Mark Cusack, CTO, Yellowbrick Data

How does the Yellowbrick platform help customers implement an effective hybrid/multi-cloud strategy?
A key part of our hybrid cloud strategy is to offer choices to our customers. We provide the Yellowbrick Data Warehouse on any public cloud platform, or even on-premises with the same guaranteed levels of performance. This year many CIOs and CFOs have had cloud-first mandates. Rather than going all in on public cloud, companies are taking a more considered approach and adopting it on a case-by-case, workload-by-workload basis. Having an integrated hybrid cloud offering for data warehousing de-risks their decision.

Everybody is pushing along and optimizing their software in one way or another. Our differentiation is that we optimize both our hardware as well as our software. This gives us another dimension to exceed performance. When you bring optimized specialized hardware instances together with software, the impact is significant. We were 182 times faster at Catalina, one of our customers, compared to their previous data warehouse environment, and more than 150 times faster in our deployment at BMW, just to name two examples. (Yellowbrick was selected by BMW Group Financial Services to improve their analytics performance and capabilities earlier this year.) We have a completely uniform infrastructure in place to deploy our specialized hardware instances. That means that we do not have to make any compromises on the supporting infrastructure in the data center to act as a platform for our hardware. We are basically thinking along the same lines as Digital Realty, which helps us get the same performance, and enables us to be geographically located closer to our customers.

What role does the Data Gravity Index DGx™ play in Yellowbrick Data's business?
The Data Gravity Index DGx™ gives us a roadmap to think about where we need to locate our data warehousing capabilities as a service. It is no good having the best-performing data warehouse on the market if you are far away from your end consumers and far away from the data.

What's going to be key for enterprises in 2021 and beyond?
You should take a very close look at the distribution of your data within your enterprise and at the number of data silos around an organization. Taking a combination of thinking about how you can start to break down these data silos, roll out more advanced analytics and further integrate your data lake alongside your data warehousing strategy are really important.

ABOUT MARK CUSACK

Mark Cusack is the CTO of Yellowbrick Data. Before joining Yellowbrick, he was vice president for Data and Analytics at Teradata. Cusack joined Teradata in 2014 when Teradata acquired RainStor, where he was a co-founding developer and chief architect. Prior to RainStor, Cusack was a lead scientist in the UK Ministry of Defence. He holds a PhD in computational physics from Newcastle University, and his thesis was centered on discovering the electronic and non-linear optical properties of quantum dots.

How will 2020 change the way enterprises approach data warehousing?
Businesses will be sorely mistaken to think that we will be returning to business as usual, even after the vaccines. Many retailers failed to predict demand around certain consumer goods, for example, and buying patterns of consumers changed overnight. There were no demand forecasting models in place to support that change. It's not only about having the models in place, but you also need the processes to go all through your supply chain down to the manufacturers to be able to react quickly. Additionally, work from home (WFH) has put immense strain on networks and workforces. They have seemingly split away from the center, further away from the data in some cases, and it introduces latency issues. Now, enterprises are starting to think about how they can start to use distributed computing ideas.

What does the future hold for data warehousing?
We are seeing a trend of more self-service and democratization of access to data. And that implies a much more cloud-led user experience around there as well. Databases typically are not known for their user experience. The most progressive data warehouse vendors, like ourselves, are investing in making that experience seamless for customers. The hybrid cloud trend is incredibly important. Data warehouses will have an increasing role in helping with real-time, predictive decision-making. The legacy data warehouses have not really been set up to deal with more predictive and prescriptive analytics. Yet, that's the direction the market is heading. That's where the demand is now.

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