database
TRENDS AND APPLICATIONS
The Journal of Information Integration and Management

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DBTA Top 100 featuring
Kore Technologies

DATABASE TRENDS AND APPLICATIONS introduces the inaugural "*DBTA* 100," a list of the companies that matter most in data. The past several years have transformed enterprise information management, creating challenges and opportunities for companies seeking to extract value from a sea of data assets. In response to this, established IT vendors as well as legions of newer solution providers have rushed to create the tools to do just that.

Regulatory mandates that specify the way information is captured and protected and how long it must be retained have caused companies to amass data at levels thought unimaginable in the past. Compounding this trend is the data pouring from machines, the web, and social media.

The extent to which data is growing was underscored by a 2011 survey conducted by Unisphere Research and sponsored by Oracle among 611 members of the Independent Oracle Users Group. The survey found that for close to 1 out of 10 respondents, the total amount of online (disk-resident) data they manage—taking into account all clones, snapshots, replicas, and backups—topped a petabyte. The same study found that more than one-third of respondents' companies are storing data in their systems for more than 7 years due to either their company's own policies or external compliance mandates, and 12% say they just hold on to their data … indefinitely.

The phenomenon that has resulted from the ensuing variety, velocity, and volume of information is called "big data." And while that term is overused, it is only because it is such a ubiquitous force.

Business leaders want to do more than simply store all that data for compliance purposes. They seek to derive value and insight from it for competitive advantage. As a result, rampant data growth and the need for solutions to handle it have provided an impetus for IT innovation.

Would there be Hadoop and MapReduce without the need to analyze data stores too vast and varied for a standard data warehouse? Would NoSQL databases (Key/Value, Graph, Document, and Column) have become a force without the need to organize and exploit unstructured data in myriad forms? Would cloud and software as a service have evolved without the pressure to scale elastically, deploy quickly, and provide anywhere, anytime access to information?

Yet, as new technologies have emerged, proven data management approaches have also held their ground. NoSQL and NewSQL technologies are supplementing, not replacing, relational database management systems. Data integration is becoming more important than ever along with business intelligence solutions that can handle both structured and unstructured data. Companies that have based their businesses on tried and true MultiValue technology (sometimes referred to as the fifth NoSQL database) continue to do so while also integrating their data with relational data stores. And what value would any of this information hold without solutions to cleanse and deduplicate it, and the ability to keep it secure from outside hackers and internal privileged users?

Against this swirling backdrop, the staff of *DBTA* set out to create a list of 100 companies that matter in data. *DBTA* decided to focus strictly on companies that provide a product or service related to data management. Some of the companies have been around longer than any of us can remember. They provide technologies and services that have been on the market for many years and do so exceptionally well. Others are new on the scene or have game-changing approaches that are not yet widely embraced.

Read why Kore Technologies was selected and their perspective on what makes them unique.

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Kore Technologies
VIEW FROM THE TOP

DBTA 100

Ken Dickinson, Co-Founder & Managing Partner

ECONOMIC RECESSIONS are to the business cycle as wild fires are to a forest. They are dangerous but necessary to clear the overgrowth around the stronger trees and promote new life. When the 2008 recession hit, the stronger companies began strategically adapting to survive. Investing in Business Intelligence ("BI") is one strategy that provides companies a way to look at their forest of data from a birds-eye view rather than through the trees. From this viewpoint, companies can identify their strengths and weaknesses and gain useful insights into their customers' needs. Companies are also strategically re-thinking their eCcommerce capabilities. Websites are becoming more engaging, informative, and dynamic to promote customer loyalty and to appeal to younger buyers

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who favor a keyboard and mouse over a telephone, unless of course it's a smart phone. Contemporary websites become another useful source of business analytics.

Kore Technologies, like our clients, adapted during the recession, and now focuses exclusively in eCommerce and BI. With our extensive knowledge of the UniData /UniVerse ("U2") database environment, we can work with any ERP application running on U2 such as Eclipse, Prelude, Colleague and home-grown

> ❝ **Contemporary websites have become another useful source of business analytics.**

systems. The challenge for companies on U2 is the MultiValue data structure is not easily accessible to modern software favoring relational databases such as Microsoft SQL Server.

Kourier Integrator, our flagship Extract Transform & Load ("ETL") tool suite, was specially designed for U2. Kore has helped hundreds of clients unlock their data to take advantage of today's modern technologies. When you are ready to upgrade that weary old

> ❝ **Our solutions will help prevent your company from getting lost in the trees.**

website, our KommerceServer Solution is a full-featured ASP.NET storefront and portal. Kommerce Server offers both dynamic Content Management as well as dedicated eCommerce capabilities integrated to your back office via Kourier Integrator. Our solutions will help prevent your company from getting lost in the trees. ■

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