

## TREND-SETTING PRODUCTS

THE PRESSURE IS ON for organizations to react faster to changing opportunities and risks by leveraging data to improve decision making.

The good news is that analytics-driven enterprises have more data than ever available for scrutiny. But the wealth of information being amassed from sources inside and outside organizations is creating a burden as well as an opportunity. In addition

to well-established data management approaches such as relational, MultiValue, and the mainframe, there are now hybrid scenarios incorporating cloud, NoSQL, Hadoop, Spark, and other open source projects.

NoSQL is on the rise, according to a survey of 300 data professionals conducted by Unisphere Research, a division of Information Today, Inc., and sponsored by Dell Software. The 2015 survey report showed that nearly 10% of respondents were already using NoSQL database technology, 12% were currently deploying NoSQL, and 18% expected to deploy NoSQL in 1–2 years. Cloud is also on the horizon. The 2015 IOUG survey on database manageability, sponsored by Oracle and produced by Unisphere, showed that close to half of the Oracle Database administrators questioned see cloud computing in general as a major shift in their organizations, and 43% believe that big data in all its forms is reshaping their computing landscapes. And, according to another recent Unisphere survey among IT practitioners and stakeholders who are subscribers to *Database Trends and Applications* and *Big Data Quarterly* magazines, 55% of respondents were currently using Hadoop, and of these, 42% were running four or more clusters.

In short, the days of one system to depend on are coming to an end. And, not only do organizations have to make the right choices about technologies to best manage, store, analyze, and protect data, but they also must have the right tools in place to proactively monitor and manage increasingly complex data environments for peak performance. Simple it is not.

According to the Unisphere-Dell survey, nearly half of the DBAs questioned manage more than 25 database instances and almost 10% manage more than 100 database instances, with the number of database instances each DBA is responsible for on the rise. In addition to management of multiple database instances, DBAs are also handling database systems from multiple vendors. Approximately 70% of the respondents said that the DBAs in their organizations were responsible for databases

# DBTA Trend-Setting Products for 2016

## KommerServer eCommerce Suite

from at least two vendors and 7% indicated that their DBAs were responsible for managing database systems from five or more vendors.

Recent industry research studies draw a picture of organizations facing difficulties making data available and adhering to agreed-upon SLAs, while being anxious to get meaningful benefit from data.

Another Unisphere study of data managers and professionals, found that one-third of respondents reported low levels of satisfaction with their data availability strategies, with most reporting difficulties with funding new efforts. Additional data centers, tools, and people to support these efforts can be expensive. The study conducted among IOUG members and sponsored by EMC revealed that businesses are seeking more uptime from service-level agreements but IT departments are struggling to provide it. According to the report, only 28% stated that, at best, they can sometimes meet their agreed-upon SLAs for downtime.

In today's fast-paced digital economy, it is understood that effective data management strategies can have significant impact.

CA's global study of senior IT and business executives on the role of software as a business enabler found that "digital transformation" is underway as a coordinated strategy among more than half of the survey participants. The top 14% of respondents were identified as "digital disruptors" and, according to the survey, have two times higher revenue growth than mainstream organizations and two-and-a-half times higher profit growth than mainstream enterprises.

With all the advanced technologies available today for data management, and the tremendous advantages to be gained by making the right choices, there is a need for organizations to become better informed. Leading vendors are providing innovative products and services aimed at helping organizations derive more value from their data and get better performance from their systems. ■

**Read why KommerServer eCommerce Suite was selected and Kore's perspective on what makes the product unique.**

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## PRODUCT SPOTLIGHT

**TREND-  
SETTING  
PRODUCTS**



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CONTENT IS KING! That is certainly true when it comes to implementing an eCommerce website but obtaining robust and accurate content for products is one of the bigger challenges facing distributors and retailers. Unlike manufacturers who author their own content, distributors and retailers do not. They rely on the content delivered by manufacturers, and it can vary in

consistency and completeness. Member-based service organizations such as Trade Service and IDEA help consolidate the content from multiple manufacturers. However, distributors may still be faced with juggling multiple sources of content and data quality issues. Therefore, it's important to select an eCommerce platform that can aggregate content from multiple sources and allow it to be augmented or changed where needed.

your competition there are other content issues to consider when developing a successful eCommerce website that is unique to your brand and customer base. Knowing your audience is king now.

“ **Content does not stop with a nice picture, description, specification sheet, and an MSDS.**

KommerServer has a hybrid design supporting B2B and B2C eCommerce environments for manufacturing, distribution, and retail industries. Its centralized Product Information Management supports multiple content sources and allows you to control the product taxonomy, provide faceted search, and augment the content to make it distinctive and engaging for your audience. A powerful Content Management System is included so the entire corporate website and eCommerce can be integrated and managed without advanced web development acumen.

For more information about Kore Technologies and KommerServer, please contact us.

“ **Knowing your audience is king now.**

But content does not stop with a nice picture, description, specification sheet, and an MSDS. While this data is important, to truly stand out against

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