

## DBTA Top 100 featuring Kore Technologies



The past 15 months have provided an object lesson for all organizations in the importance of being agile and moving quickly to address new challenges and opportunities. The COVID-19 pandemic created even greater urgency to better manage and extract valuable insights from data for companies that were already dealing with expanding regulatory pressures, new data security risks, and burgeoning data volumes.

The pace of data growth shows no sign of letting up. In 2020, 64.2ZB of data was created or replicated, according to IDC, and, in its 2021 DataSphere and StorageSphere forecasts, the analyst firm projects that global data creation and replication will experience a compound annual growth rate of 23% over the 2020–2025 forecast period.

To better understand current trends in data management as well as digital transformation and cloud adoption and priorities, Unisphere Research, a division of Information Today, Inc., also conducted a survey in partnership with Aerospike (“DBTA Digital Transformation and Cloud Workloads Study,” January 2021). According to the research, nearly three-quarters of respondents’ organizations have digital transformation budgets. For the larger companies in the survey—organizations with 5,000 or more employees—the percentage is even higher, at 94%.

Moreover, polyglot persistence in terms of database deployments is on the rise, according to another survey conducted by Unisphere Research late last year in partnership with Dell Technologies. The survey looked at the variety of database platforms in use and found that more than eight in 10 respondents support two or more database brands, and more than one-third support four or more (“Thriving in a Multi-Database World: PASS 2021 Survey on Data Diversity”).

Even among this loyal Microsoft userbase, the era of the all-Microsoft shop is over, the survey found. With the surge of multiple database engines for different purposes, SQL Server shops have been taking on a rising level of diversity in recent years. Other relational DBMSs, as well as open source and NoSQL options, are all being deployed in these heterogeneous environments.

Whether cloud-based or on-prem, open source or proprietary, NoSQL or relational, cutting edge or well established, there are more options than ever for data architectures.

Spanning the spectrum of approaches, the DBTA 100 showcases forward-looking companies that are improving and expanding upon existing technologies and processes to help their customers use data more effectively. As we do each year, in addition to the DBTA 100, we also present View From the Top articles authored by industry executives explaining in their own words how their companies are uniquely handling today’s data management problems and opportunities. We encourage you to learn more about these organizations by visiting their websites.

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

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# Kore Technologies

## VIEW FROM THE TOP



**Ken Dickinson,  
Co-Founder  
& Managing  
Partner**

**Is it time for a new haircut?** Looking back after a year of lockdowns, the large retailers and distributors were well-groomed and prepared for the pandemic, while the small-to-midsize companies were left a little shaggy but hopefully still recognizable.

Now that we are making our way out of the pandemic, do you really want to go back to the same style company you were before? Maybe it's time to lose the old-fashioned mullet or ducktail and go for a flat-top or a crewcut instead. I'm not talking about cutting employees necessarily, but rather cutting out non-value-added operations and antiquated systems. If you imagine a completely electronic world with paperless currency, online collaboration, digital signatures, and robotics, you can start to see how your company can be better styled to fit the emerging trends.

Kore worked with many companies last year to help them more become more agile in their

operations and make their products and services more accessible to their customers. Our KommerceServer eCommerce platform replaced old websites with a modern online B2B and/or B2C

“ **What style company do you want to be in 2021 and beyond?** ”

shopping experience. We helped clients become more efficient by integrating their ERP systems to cloud-based solutions like Salesforce.com using Kourier Integrator's trend-setting RESTful Web Services. Last, but not least, Kourier enabled companies to make better data-driven decisions using enterprise data warehouses containing one version of the truth.

So, what style company do you want to be in 2021 and beyond? Contact Kore to learn how we can help you reach your goals. ■

**Kore Technologies**  
**Solutions that work. People who care.**

