



# Yellowbrick

## YELLOWBRICK DATA IN GOVERNMENT

**Company Headquarters**  
Palo Alto, CA

**Company Website**  
yellowbrickdata.com



**Investors**  
Google Ventures,  
Menlo Ventures,  
Third Point Ventures,  
DFJ, Samsung

### COMPANY OVERVIEW

**Yellowbrick Data has created the first data warehouse designed from the ground up for flash memory.** The Yellowbrick Data Warehouse delivers unprecedented analytic speed, simplicity, and savings. Unlike traditional solutions that force organizations to compromise on performance, scale, or ease of management, the unique Yellowbrick Data Warehouse architecture enables users to quickly analyze all relevant data including real-time and deep historical data. Led by industry experts and backed by top-tier investors, Yellowbrick Data redefines how your data can help you drive change in your organization.

### The Yellowbrick Data Warehouse in Government

National security challenges require real-time decisions. The Yellowbrick Data Warehouse is the first data warehouse capable of real-time ingest while providing context against petabytes of historical data. It is designed as an all-inclusive turnkey appliance that does not require complex projects and planning to deploy. Yellowbrick Data self-management allows more time to be spent on

mission and less on tuning, optimizing, and provisioning database resources. Yellowbrick delivers the highest density available on the market — up to 1.2 Petabytes of flash memory in 10 rack units — and includes features such as AES-256 encryption and fast erase so you can safely deploy it where you need it.

### Technology Highlights

- The world's first flash memory data warehouse
- Up to 140x performance of traditional solutions
- Fully integrated architecture
- 10TB per hour data ingest
- Scalable to petabytes of data
- ANSI SQL compliant
- FIPS 140-2 compatible
- Secure erase / fast erase

### Commercial Use Cases

- Large scale data visualization
- Retail and consumer behavior
- Security and fraud
- Telecom billing and reconciliation
- Call data records
- Electronic health records
- Competitive pricing algorithm
- Financial / Audit

### User Benefits

- Installs within an hour, productive in a day
- 10 – 140x performance in customer tests
- Perform previously impossible massive joins
- Line rate data ingest without special tuning
- Self-managing system with minimal administration
- ODBC, JDBC and ADO.NET drivers ensure compatibility with existing tools