PARTNER BRIEF

Be a part of a unique reseller opportunity in data warehousing

Market trends highlight the strategic importance of analytics and the adoption of hybrid cloud

Enterprises have a strategic imperative to become more data-driven by making greater use of available data for analytics projects and corporate decision making. The results of 451 Research's "Voice of the Enterprise: Data & Analytics 2H19" survey indicate that more than three-quarters (77%) of respondents believe that data will become more important to their organizations in the next 12 months.

Turning data into insight is easier said than done, and it is arguably becoming more difficult as the volumes of data that enterprises store, process, and attempt to analyze increase rapidly. 451 Research survey findings indicate that the median enterprise currently has 638TB of data under management today, of which roughly half (311TB) is data used for analytics projects.

In addition to the importance of analytics, data shows how organizations are adopting hybrid cloud. 451 Research's "Voice of the Enterprise (VotE): Cloud, Hosting and Managed Services, Workloads and Key Projects 2019" survey indicated that almost two-thirds of organizations are currently pursuing a hybrid IT strategy, with 57% adopting an "integrated" hybrid cloud approach that leverages both on and off-premises resources in an integrated fashion, and another 8% planning to use both on- and off-premises resources, but in a non-unified way.

Resell Yellowbrick, the only data warehouse for distributed clouds

Yellowbrick offers the only data warehouse designed to address the challenges of distributed data across distributed clouds. The unique adaptive "cut-through" architecture of Yellowbrick Data Warehouse delivers the best price/performance economics in the industry for batch, real-time, ad hoc, and mixed workloads in private data centers, public clouds, and the network edge. Some of our customers include BMW, Teoco, LexisNexis, Nielsen, Highmark, a top 10 financial services firm, and a top 3 global insurance company. With Yellowbrick, our customers can turn data into insights in ways that seemed unimaginable before.

Together with our partners, we have a unique opportunity to help other organizations modernize their data warehouse. To learn more about the benefits of our Velocity Partner Network and how to become a reseller, visit **yellowbrick.com/resellers**

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TAM of data warehouse market by 2024[1]

77%

Of survey respondents believe that data will become more important in next 12 months[2]

57%

Of organizations are adopting a hybrid cloud approach[3]

"We are confident that Yellowbrick's ability to quickly analyze large amounts of data and offer new insights will help us deliver on our goals."

Ian Smith, CEO
BMW Group Financial Services North America