



Access, Investigate and Deliver Data with Simple Workflows and Automation

Daniel Norwood

Sr. Product Manager, Quest Software

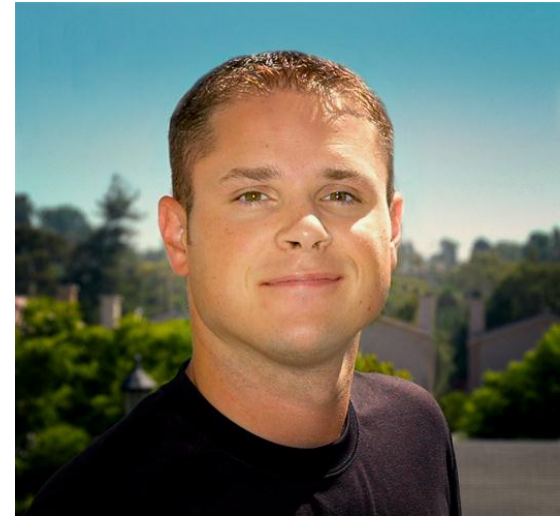


About...

Daniel Norwood

Sr. Product Manager

Quest Software



Daniel brings over 10 years experience in the software industry specializing in relational database systems and related technologies. In addition to product management, Daniel has worked in support, testing and project management capacities, constantly focused on understanding and meeting customers' needs. He spends much of his time speaking and interacting with customers around the globe, ensuring Quest's tools exceed their expectations.

About Quest



Quest Facts

Year Founded: 1987

IPO: August 1999

Nasdaq Ticker Symbol: QSFT

Number of Employees: approx. 3,400

About Quest Software, Inc.

Now more than ever, organizations need to work smart and improve efficiency. Quest Software creates and supports smart systems management products – helping our customers solve everyday IT challenges faster and easier. Our innovative solutions for application monitoring, database management, Windows management and virtualization management help customers achieve better results, faster. Visit www.quest.com for more information.



About Toad

- Toad® for Oracle - in the market for over 10 years
- The de-facto standard for Oracle development and administration, with several million users worldwide
- Toad has grown to support:
 - DB2, SQL Server, Sybase and MySQL DBAs and developers
 - .NET & Java developers with Toad Extensions
 - Data-oriented professionals, such as business analysts



Agenda

- Current Trends in Data Growth and Management
- How do we access data today
- Challenges to
 - ✓ Data Access
 - ✓ Data Investigation
 - ✓ Data Delivery
 - ✓ Productivity
- Toad for Data Analysts
- What Other *Analysts* are Saying
- Resources



Current Trends in Data Growth and Management

- 50% annual growth in transactional data
- 27% of enterprises have > 50 1TB+ databases
- 64% of enterprises depend on costly tier 1 storage
- 20% of data center budget to support data growth

**Forrester Research

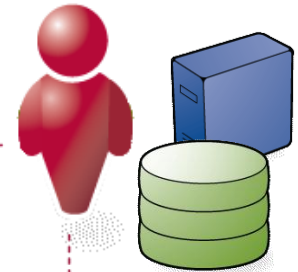


Data Access and Management

Business End Users
(view data through BI dashboards)

Analysts / Operations
(work with raw data for ad hoc reporting)

IT (Developers, DBAs, BI Admins, Data Warehouse Architects, Etc.)



Business Objects **COGNOS** ORACLE

BUSINESS INTELLIGENCE



ODBC

Microsoft

ORACLE

IBM

SYBASE

MySQL



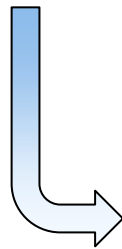
Microsoft
SQL Server

ORACLE IBM SYBASE MySQL

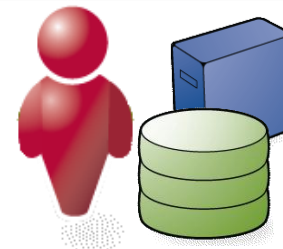
RDBMS/DATA WAREHOUSE

Data Access and Management

Analysts / Operations
(work with raw data for
ad hoc reporting)



IT (Developers, DBAs, BI
Admins, Data Warehouse
Architects, Etc.)



ORACLE

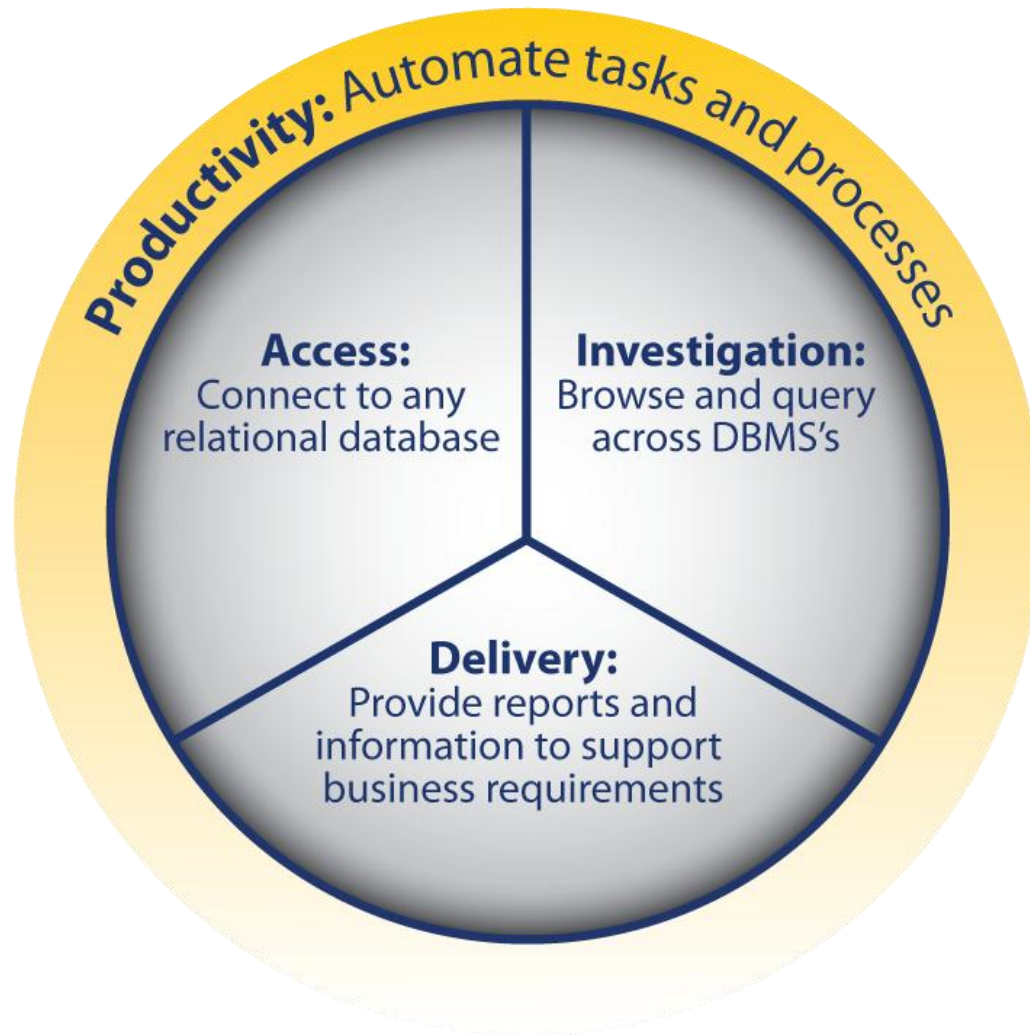
IBM

SYBASE

MySQL



Data Access, Investigation and Delivery



The Solution

Toad[®] for Data Analysts

Toad for Data Analysts empowers business and IT professionals to access, investigate and deliver data from any source to support business and IT objectives.

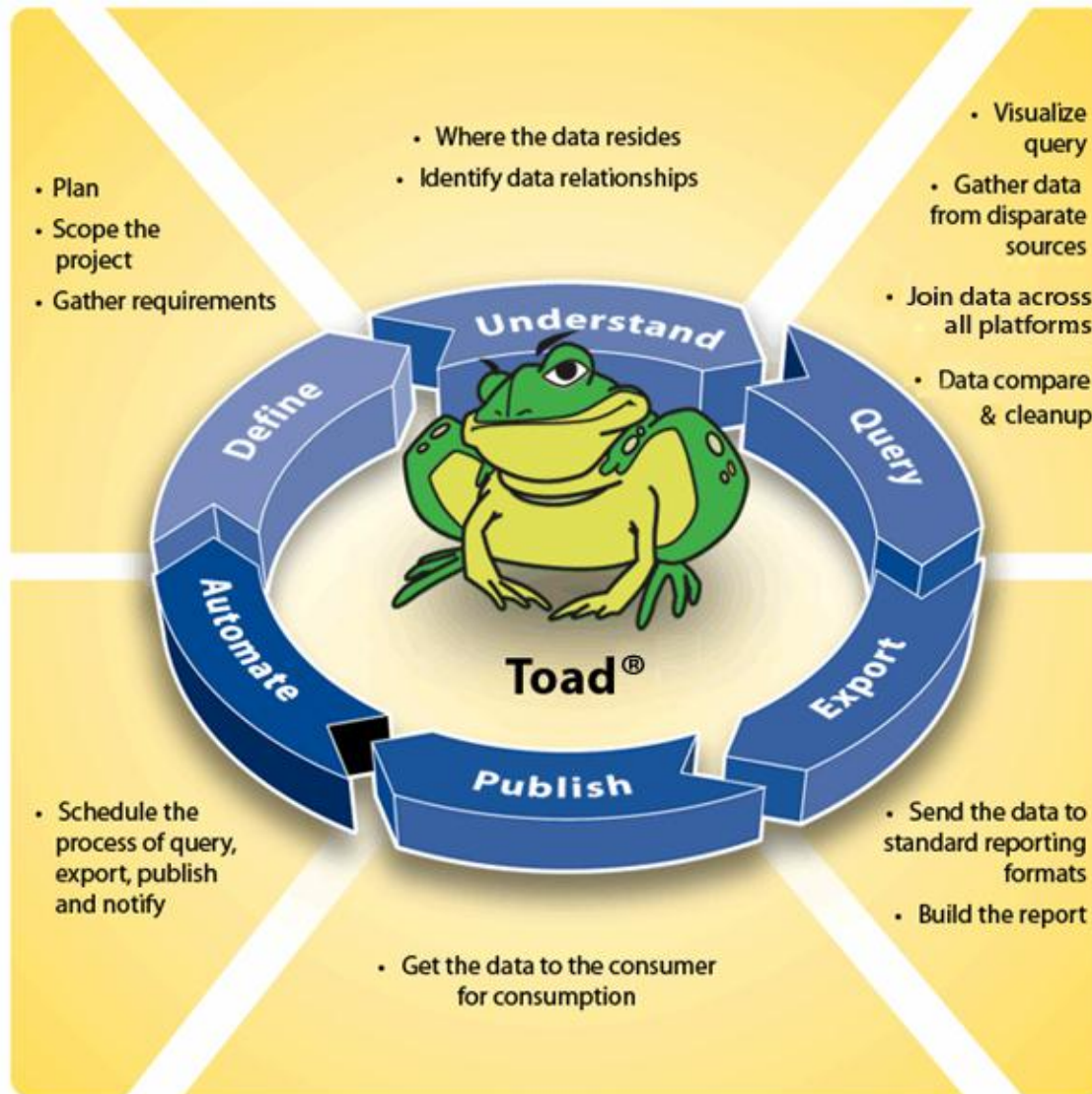


Access	Connect to and access data and maintain the same workflow on any platform
Investigation	Write SQL queries, view object relationships, and compare and synch data
Delivery	Create custom reports and export data into a variety of file formats, like Excel
Productivity	Save time on projects with unique automation and scheduling functionality

Only solution available built specifically for data professionals for querying and reporting on data from any source to various formats, including Excel

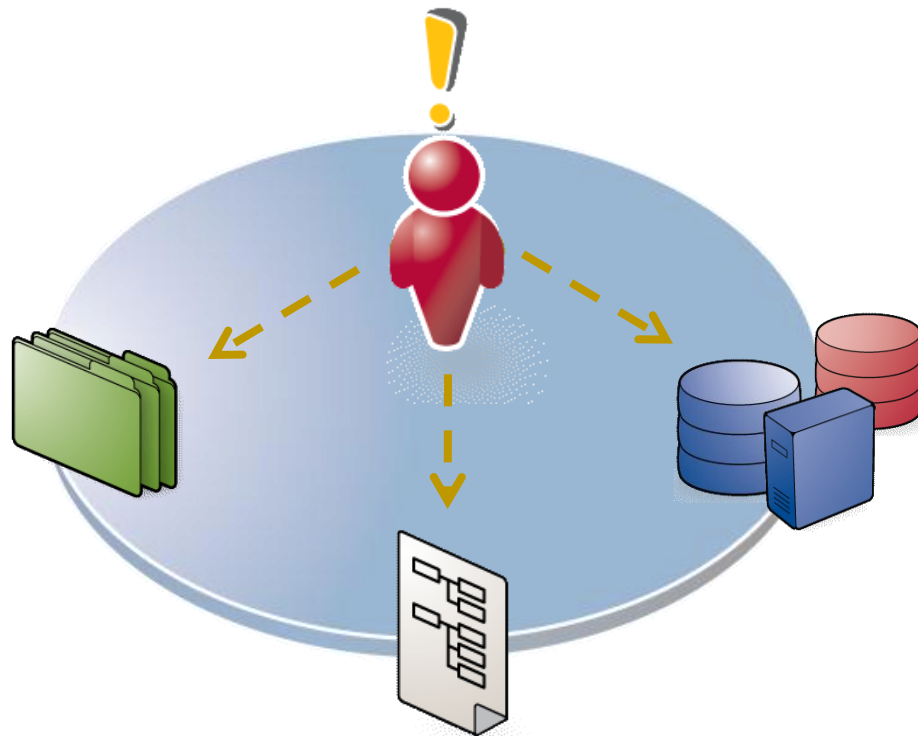
Only solution to compare data between RDBMS platforms

Toad for Data Analysts Workflow



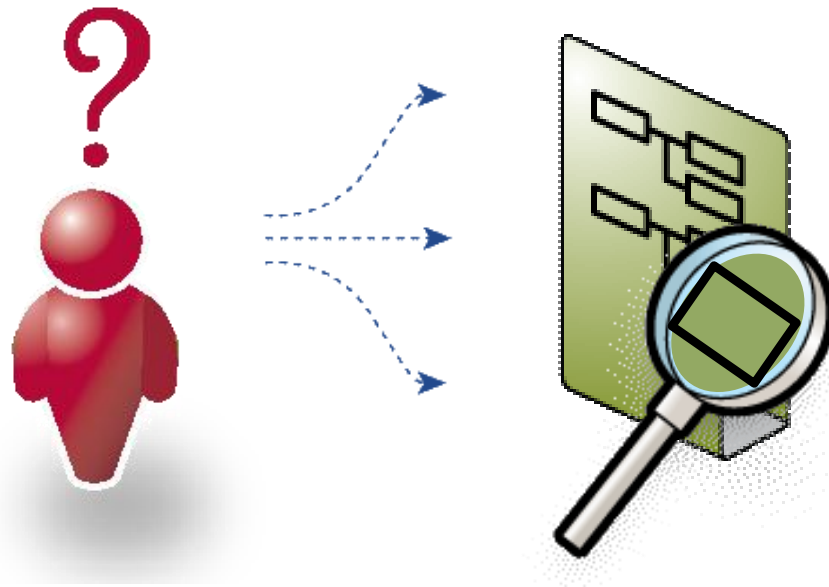
Challenge #1: Accessing Data

- Tools not developed with the data professional in mind
- Multiple tools required for multiple platforms
- IT must access and deliver data for analysts & end users

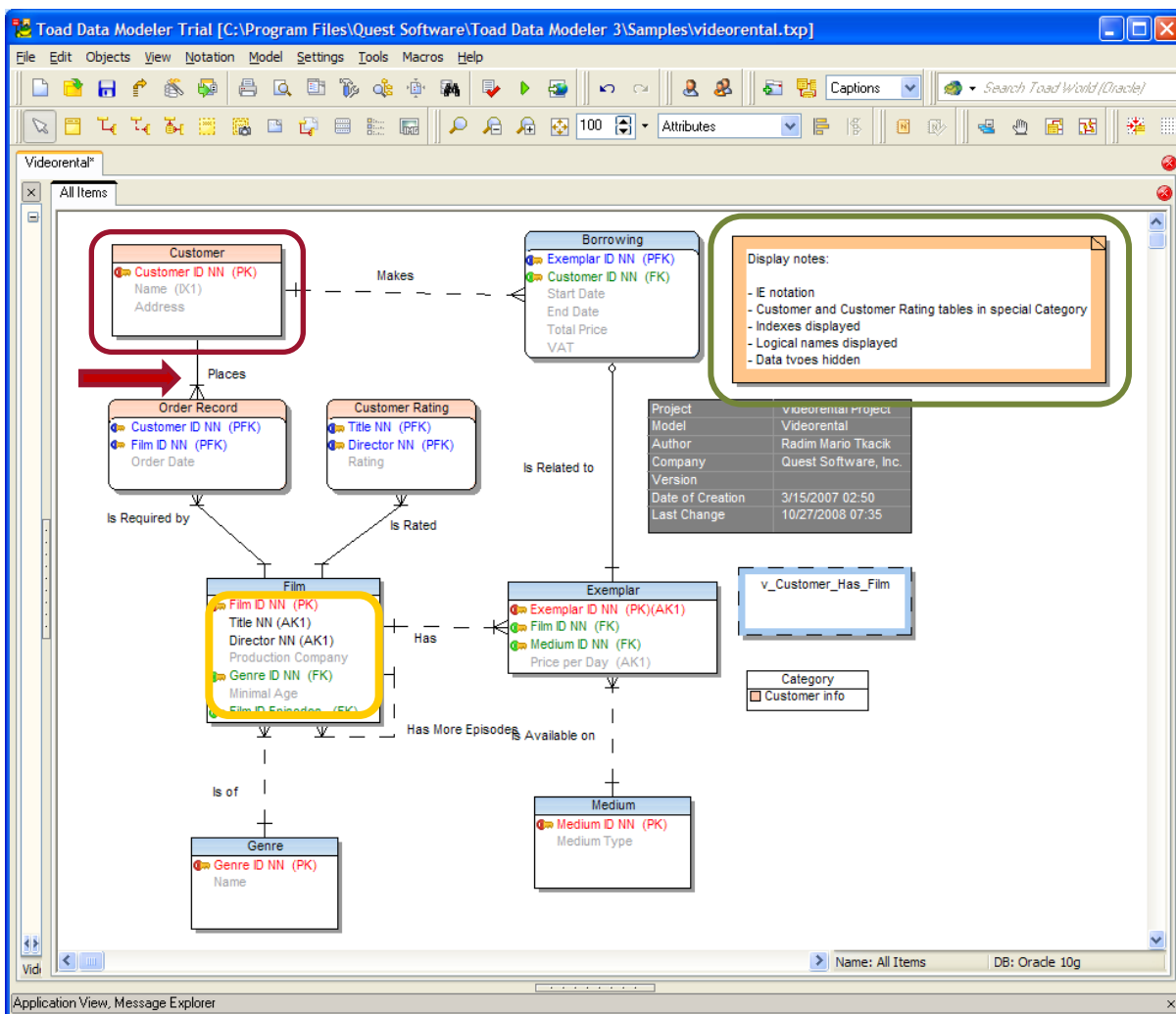


Challenge #2: Data Investigation

- Knowing where data resides
- Understanding data relationships
- Challenges with writing SQL statements
- Viewing and verifying real-time data



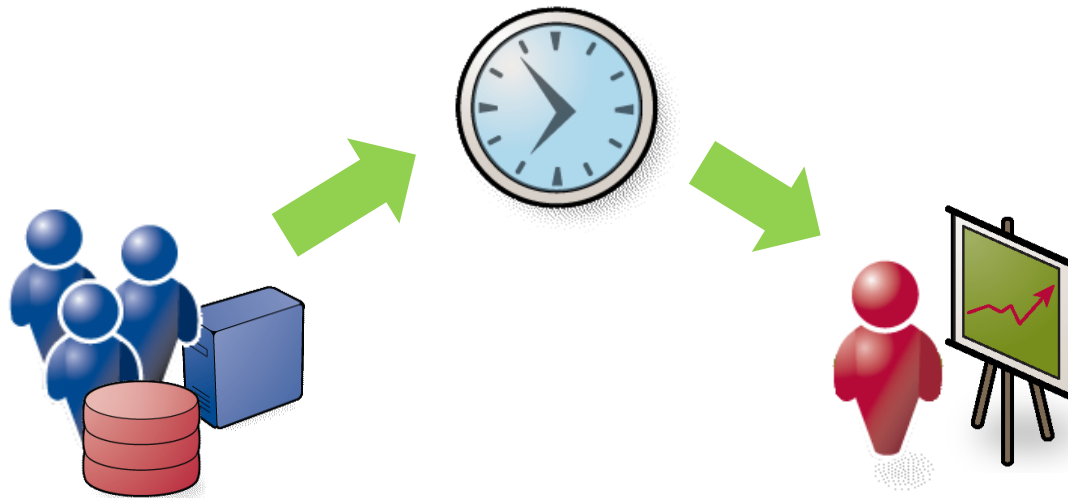
Data Investigation: Toad Data Modeler



- Create a graphical representation of DB objects; understand how they relate to one another
- Understand attributes of DB objects
- Keep track of business requirements by adding logical data to your diagram

Challenge #3: Data Delivery

- Manual copy & paste of data for review and analysis
- Inefficient or inadequate reporting software



Challenge #4: Productivity

- Manual processes
- Multiple tools
- Repetitive tasks



Toad for Data Analysts

What Customers Say:

“Toad for Data Analysts brought all the platforms together in one spot with one package—that’s a real time savings. It provides a one-stop solution regardless of the database you need to access, and at a reasonable price.”

Colgate Spinks, Technology Services Analyst
Angelo State University

“I need to write queries against all our different database platforms. Toad for Data Analysts saves me a lot of time because I’m not hopping around to different tools. I just open Toad for Data Analysts in the morning and I don’t have to ever leave it.”

James McGregor, Business Intelligence Administrator
Zions Bancorporation

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Education, Expertise and Collaboration**

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ORACLE | SQL SERVER | IBM DB2 | MYSQL | SYBASE | CLOUD DB | OTHER RDBMS

OTHER RESOURCES

- FREeware
- Toad World Blogs
- Toad World Newsletter
- Upcoming Events

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WELCOME TO TOAD WORLD®

Toad Solutions are best-of-breed database tools built for analysts, developers, and database administrators. They give you deep-dive expertise *no matter which database platform you use* and are built with *your role* and productivity in mind. Toad Solutions give you KNOWLEDGE PORTABILITY!

Our mission is to add value to your Toad experience. We want to educate you on the Toad Solutions and help you use functionality you may not yet know. We want you to not only gain skills, but also give you confidence as you move to new platforms. We encourage you to jump in and participate. We're confident that you'll learn something new and maybe your skills can help someone else achieve their goals, too.

Tip of the Week | Announcements | Toad Around the World

Toad for Oracle:

Have you ever needed to create a SQL insert script for a table with a self-referencing primary key? This user-submitted tip on Toad for Oracle will show you how.

[Learn more](#) [More Tips & Tricks](#)

In this free online community, you'll find:

- Exclusive freeware downloads
- Direct access to experts like Steven Feuerstein, Bert Scalzo and Guy Harrison through their blogs and portals
 - Insight-packed white papers and podcasts
 - Toad tips and tricks videos
 - Toad news, events and more

Thank you!

Q & A

For more information:

<http://www.quest.com/toad-for-data-analysts>

www.ToadWorld.com