

# Analysts Big (Data) Challenge

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# Today's presenter

Julie Hyman is a seasoned software product manager with 23 years of experience in creating and improving software products both at start-ups and Fortune 500 firms.

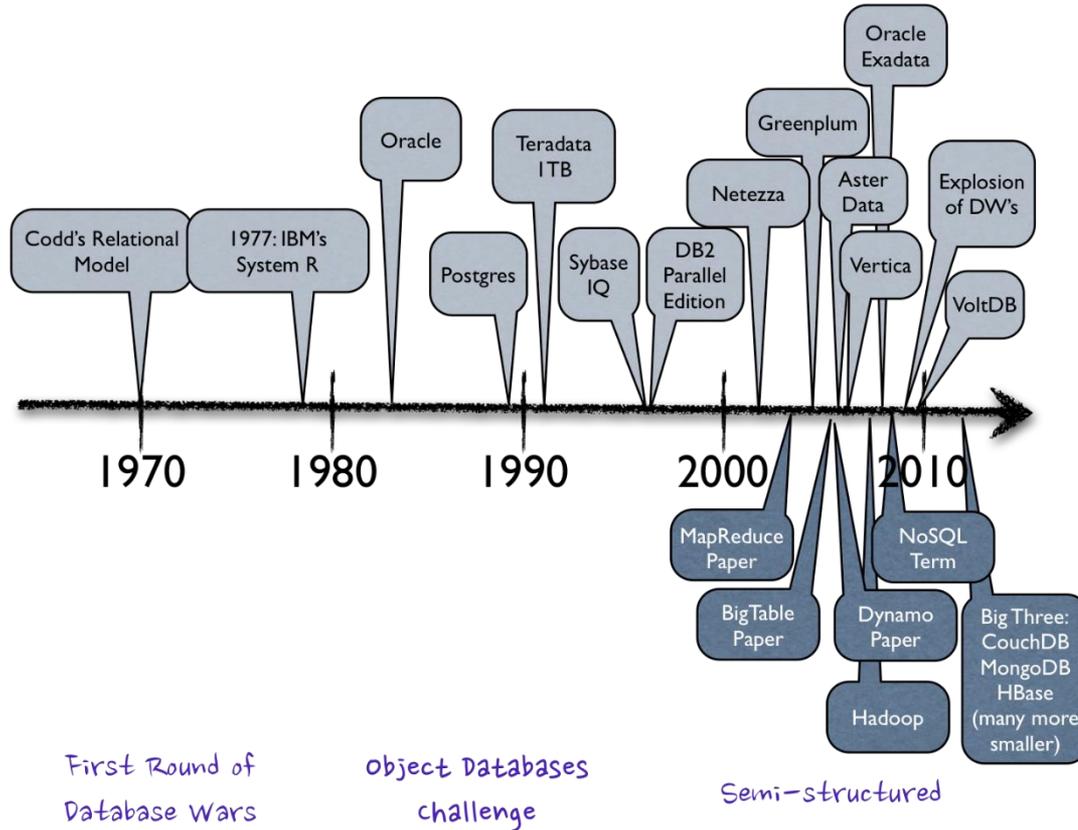
Currently the Senior Product Manager for Dell's Toad Data Point and Toad Intelligence Central applications, Julie has worked closely for years with analysts across all industries and many leading corporations to ensure Dell continues to provide world class solutions for business intelligence.



# Analysts have to work with all kinds of data



# Database Timeline



# Analysts have to work with all kinds of data



# Its time to (data) prep for the future

The best preparation for good work tomorrow is to do good work today.

-- Elbert Hubbard



# Blending “yesterday’s” technology with today’s



**First Released in 1985**



# What's Excel got to do with it?

- Arguably the most widely used BI tool in the world
- Excel is widely used both as a **Database** and an **Analysis** tool

## STRENGTHS

- Everybody has it
- Everybody knows it

## WEAKNESSES

- Not a database!
- 1,048,576 row limit

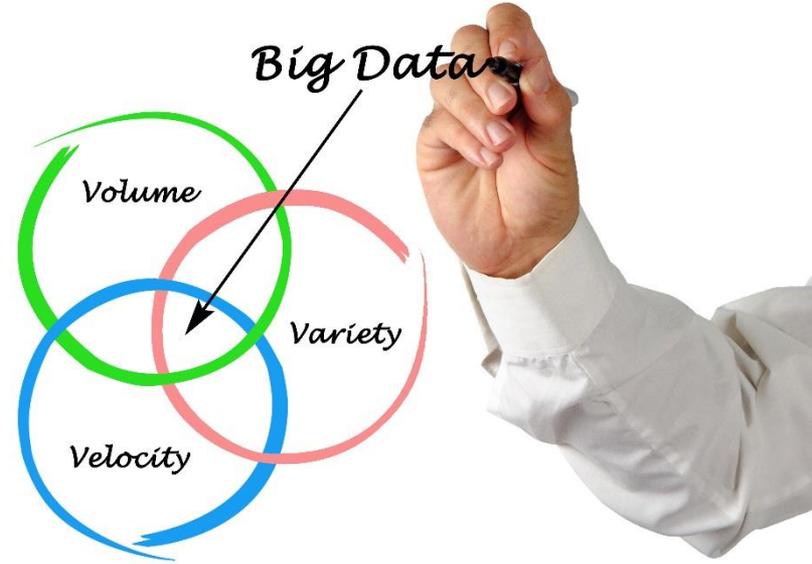
IT WORKS!!!



# Why NoSQL?

When compared to relational databases, NoSQL databases are **more scalable and provide superior performance**, and their data model addresses several issues that the relational model is not designed to address:

- Large volumes of rapidly changing structured, semi-structured, and unstructured data
- Agile sprints, quick schema iteration, and frequent code pushes
- Object-oriented programming that is easy to use and flexible
- Geographically distributed scale-out architecture instead of expensive, monolithic architecture



# Analyst challenges with NoSQL

## Dynamic Schemas

- Relational databases require that schemas be defined before you can add data. For example, you might want to store data about your customers such as phone numbers, first and last name, address, city and state – **a SQL database needs to know what you are storing in advance.**
- NoSQL databases are built to allow the insertion of data without a predefined schema.



# Analyst challenges with NoSQL

## Huge Data Volumes

- NoSQL databases are built to hold large volumes of data
- Analyst workstations are not



Is there a tool that can let you do it all?



# What to look for in an analyst's tool



- Should be a single tool
  - Switching tools wastes time and makes it hard to share/intermingle work and data
- Connectivity
  - Needs to be able to easily connect to any and all data sources. RDBMS, NoSQL, spreadsheets, BI sources, etc.
- Should have an centralized collaboration layer
  - Allows for sharing and collaboration
  - Allows for users to work with larger datasets- model on the workstation and execute on servers
  - Allows for publishing, provisioning, monitoring of snapshots and views
  - Does not require large IT time investment (easy for the business to manage)
- Should be quick to setup and get running and affordable

# Toad Data Point & Toad Intelligence Central



The image displays a collage of screenshots from Toad Data Point and Toad Intelligence Central. The top left screenshot shows a data table with columns: FIRST\_NAME, LAST\_NAME, SEX, HOME\_PHONE, CARRIER\_ID, CONTACT\_ID, ORDER\_ID, and DATE\_ORDERED. The top right screenshot shows the Toad Intelligence Central login screen with fields for Username and Password, and a 'Log In' button. The middle left screenshot shows a histogram chart for the 'FIRST\_NAME' column. The middle right screenshot shows the Toad Intelligence Central navigation menu with options: Home, Toad for Oracle, Users, Groups, Licensing, and Server. The bottom left screenshot shows a data table with columns: FIRST\_NAME, LAST\_NAME, SEX, HOME\_PHONE, CARRIER\_ID, CONTACT\_ID, ORDER\_ID, and DATE\_ORDERED. The bottom right screenshot shows the details panel for a snapshot named 'Cut\_Sum\_1p', including a table of snapshots and a query editor.

Name	Owner	Updated	Object Type
My folder assigned			
Automation Scripts			
BW_Demo			
BW_Demo_1	Administrator	12/4/2015	Snapshot
Cut_Sum_1p	Administrator	12/4/2015	Snapshot
Calendar			
FactTrainingDataset	Administrator	12/15/2015	Dataset
Marketing and Sales	Administrator		Dataset
CustomerInformation	Administrator	5/27/2015	Dataset
Safe Data	Administrator		Dataset
New Folder			
VisualQueryBuilder			
GAQuery	Administrator	2/15/2014	Query Builder File
myquery11	Administrator	2/15/2014	Query Builder File
ATL_ORDER_Query	Administrator	5/5/2014	Query Builder File
PhysiqueCustomer	Administrator	9/14/2014	Dataset
Tableau Workbooks			
FILEtoadSQLookingAnalysis	Administrator	11/18/2015	Generic File

# Toad Data Point & Toad Intelligence Central



Learn more at <https://www.toadworld.com/products/toad-data-point>

- Contact a sales rep
- Download the 30 day trial

The screenshot shows the product page for Toad Data Point. The page title is "Toad Data Point". It features a screenshot of the software interface with a magnifying glass icon. The main heading is "Self-service data access, integration and preparation tool". Below this, there is a list of bullet points: "Connect to and integrate all your relational and non-relational data sources.", "Simplify complex query development and data integration.", "Profile data to ensure accuracy.", "Automate routine query and reporting tasks.", and "Validate data quickly and easily." The price is listed as "Starts at \$625.00 USD". There are three buttons: "Download Free Trial", "Buy Online", and "Request Pricing". Below the buttons, there are tabs for "Overview", "Features", "Specifications", and "Resources". The "Overview" tab is selected, showing a paragraph of text: "Easy access, integrate and work with all your big data sources through Toad Data Point. This powerful, yet easy-to-use, toolset automates routine tasks to save you hours each day. It also makes it simple to share analytics with your team and improve data quality. Find out which edition is right for you." A red arrow points from this text to a "Contact Sales" button. The "Contact Sales" button is yellow and features a photo of a man, with the text "Get help with your business needs." and "Contact Now". There are also social media sharing options for Google, LinkedIn, Twitter, and Facebook.

# Recommended Toad Data Point Case Study

## Google “Toad Data Point PYN”

<https://software.dell.com/casestudy/philadelphia-youth-network-opens-doors-and-creates-opportunities-with-toad871346/>



Home > Philadelphia Youth Network opens doors and creates opportunities with Toad

### Philadelphia Youth Network opens doors and creates opportunities with Toad

“This tool has been instrumental in giving our leaders, our executives, the information they need so they can see and act differently. It has helped us become a data-driven organization.”

*Michael Pompey, CIO, Philadelphia Youth Network*

Philadelphia Youth Network automates workflows, improves data quality and became a data-driven organization with Toad Data Point.

[Read Case Study](#)



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# Q&A



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Questions or Comments?

Visit our SIM Community @ <https://software.dell.com/community/>

Contact [Julie.Hyman@software.dell.com](mailto:Julie.Hyman@software.dell.com)

Thank You!



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