IBM Targets Developers with Powerful In-Memory Database in the Cloud

DB2 on Cloud makes hybrid cloud development easier

ARMONK, N.Y. - 23 Jun 2016: IBM (NYSE: IBM) today announced a new version of its industry leading database software, IBM DB2 V11.1 to help developers easily bridge on-premise applications to the cloud and enable a hybrid data architecture.

DB2 V11.1 is powerful multi-workload database software that powers the next generation of applications including mobile, advanced analytics, cognitive and highly available transactions. IBM DB2 offers a security-rich environment required for the hybrid world, designed to protect data both in flight and at rest. It also scales to new heights of performance by enabling its in-memory technology to be easily deployed across a massively parallel processing architecture and helping to dramatically improve response times.

"We rely on IBM DB2 to power our always-on enterprise applications, ensuring fast order fulfillment and rapid insight into business performance," said Jürgen Laudien, European Infrastructure Manager, Yazaki Europe Ltg, a global automotive parts supplier. "We're excited about having the ability to handle petabytes of data with the latest version of DB2, which also positions us to easily move some workloads to the cloud. Whether we want the benefits of a hybrid cloud or a private cloud, DB2 and DB2 on Cloud will give us that flexibility. We're also pleased to know that we have another option to get the benefits of DB2 as a fully managed service using dashDB for Transactions."

Leveraging common features, accessibility, security and tooling provides a consistent experience so consumers receive the fast and reliable data they expect, regardless of deployment option. Therefore, IBM DB2 helps ensure that moving or extending applications to the cloud won't disrupt business.

IBM DB2 makes data simple so developers can focus on:

- Building new apps that manage "born in the cloud" data
- Moving data workloads from data centers to the cloud
- Delivering Short-term database projects
- Creating off-premises disaster recovery fail-safes
- Pushing data to data centers across the globe to facilitate geographic reach and regulatory compliance

Additionally, IBM DB2 is SQL-compatible with Oracle Database, making it easy to leverage existing skills to move applications from Oracle to DB2, whether on premises or in the cloud, with minimal-to-no application changes.

"In today's world, clients need to leverage a truly hybrid data infrastructure that reduces the boundaries of where they can build and deploy efficient, resilient and highly scalable applications," said Rob Thomas, vice president of development, IBM Analytics. "DB2 is the best choice for mission critical, multi-workload applications, regardless of where you deploy them, on premise or in the cloud. This agility helps our clients accelerate innovation for competitive advantage.

To learn more about DB2 on Cloud, visit here: http://ibm.biz/DB2onCloudforpress

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