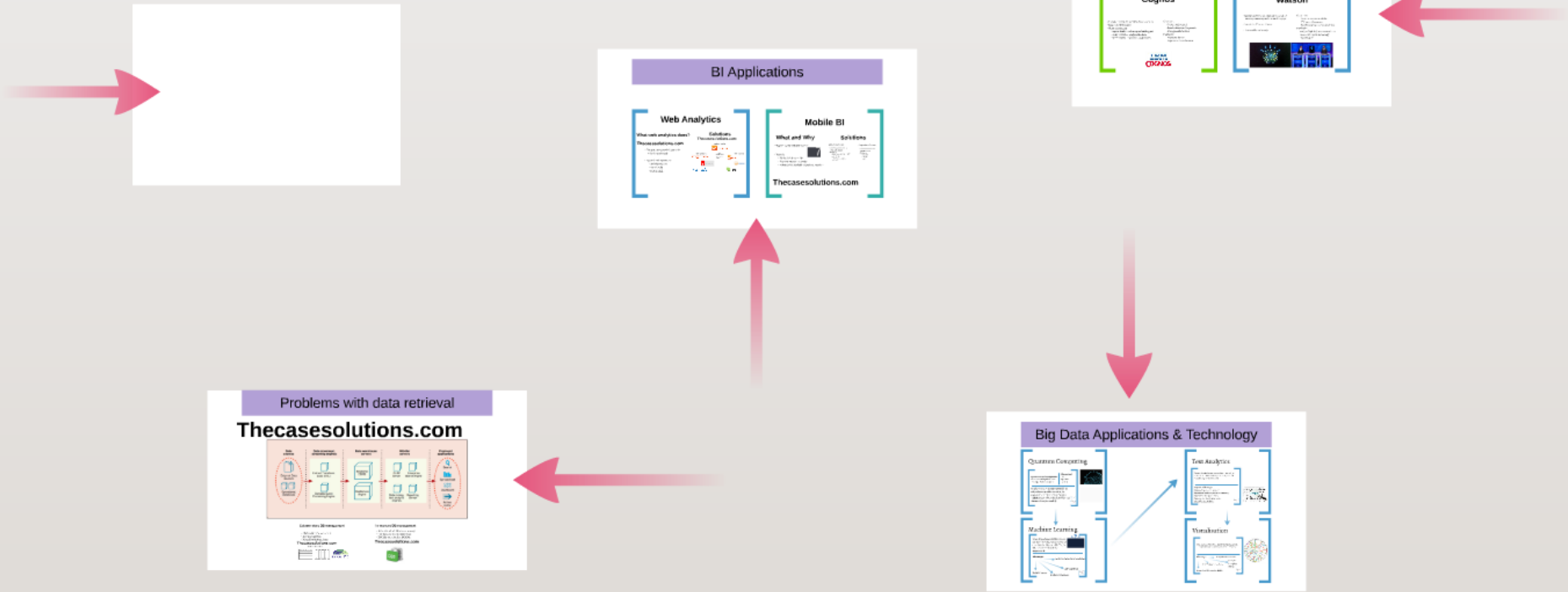


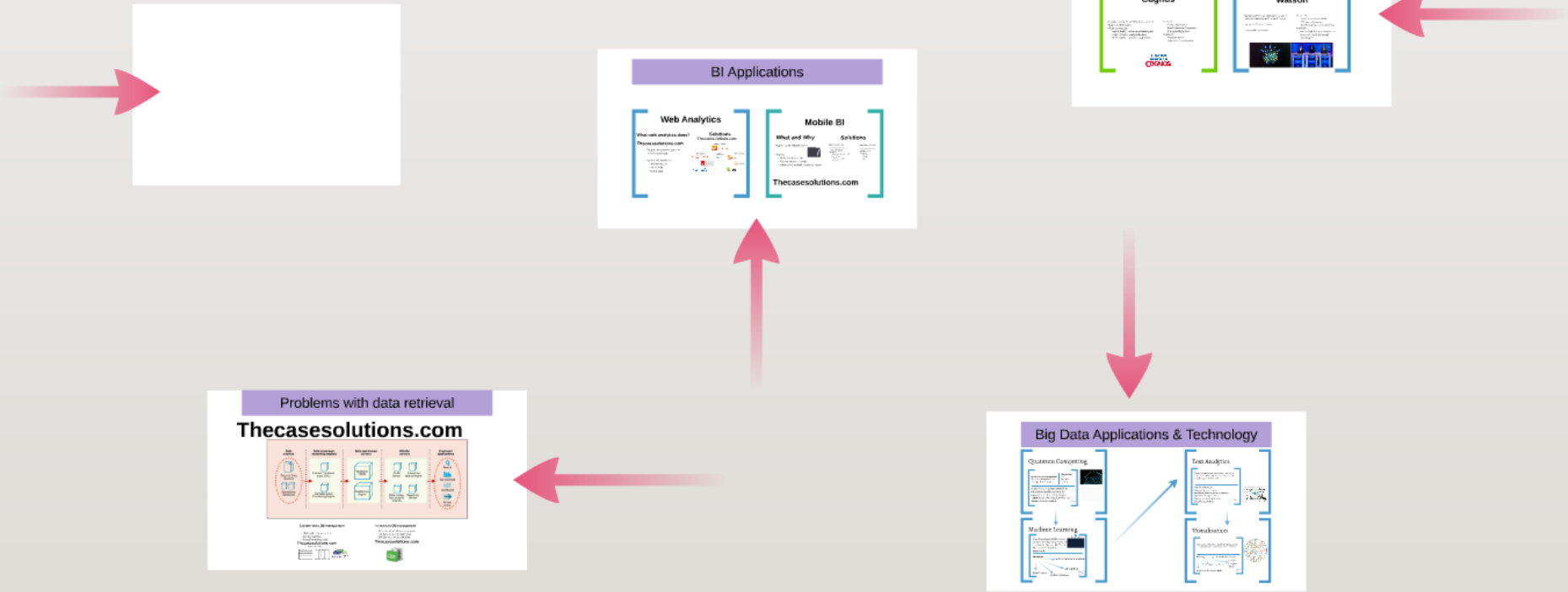
Reem Al-Shemari and the Abu Dhabi Brand: Generation Y Leadership in the UAE

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Column-store DB management

- Allows tables to be normalised
- Less data repetition
- MonetDB widely used OSS

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Row Store v. Column Store

Record #	Name	Address	City	State
0003623	ABC	125 N Way	Cityville	PA
0003626	Newburg	1300 Forest Dr.	Troy	VT
0003647	Flotsam	5 Industrial Pkwy	Springfield	MT
0003705	Jolly	529 S 5th St.	Anywhere	NY

Record #	Name	Address	City	State
0003623	ABC	125 N Way	Cityville	PA
0003626	Newburg	1300 Forest Dr.	Troy	VT
0003647	Flotsam	Industrial Pkwy	Springfield	MT
0003705	Jolly	529 S 5th St.	Anywhere	NY



In-memory DB management

- Data is stored in RAM or main memory
- Very fast as there is less query time
- IBM DB2 one of the first IMDBMS

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What web analytics does?

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- For any company with a website
 - price is no obstacle
- Records and reports on:
 - Activity on page
 - User details
 - Device used

Solutions

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Market leader:



Google Analytics

Paid options

Google Analytics
PREMIUM

VS.

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- Website traffic
- Number of websites and need for link
- Integration needs
- Real-time data

Free options



Google Analytics



webtrends®



VS.

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- Website traffic
- Number of websites and need for link
- Integration needs
- Real-time data

Mobile BI

What and Why

- Traditional BI + Mobile devices



- Benefits
 - Make decisions easily
 - Improve customer service
 - Information available anywhere, anytime

Solutions

Add-on solutions:

- Information taken from one existing BI solution.
- Examples
 - IBM Cognos Mobile
 - Birst Mobile
 - SAP BusinessObjects Explorer



Separate solutions:

- Information taken from various sources.
- Examples:
 - RoamBI
 - SalesClic
 - Cyfe

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