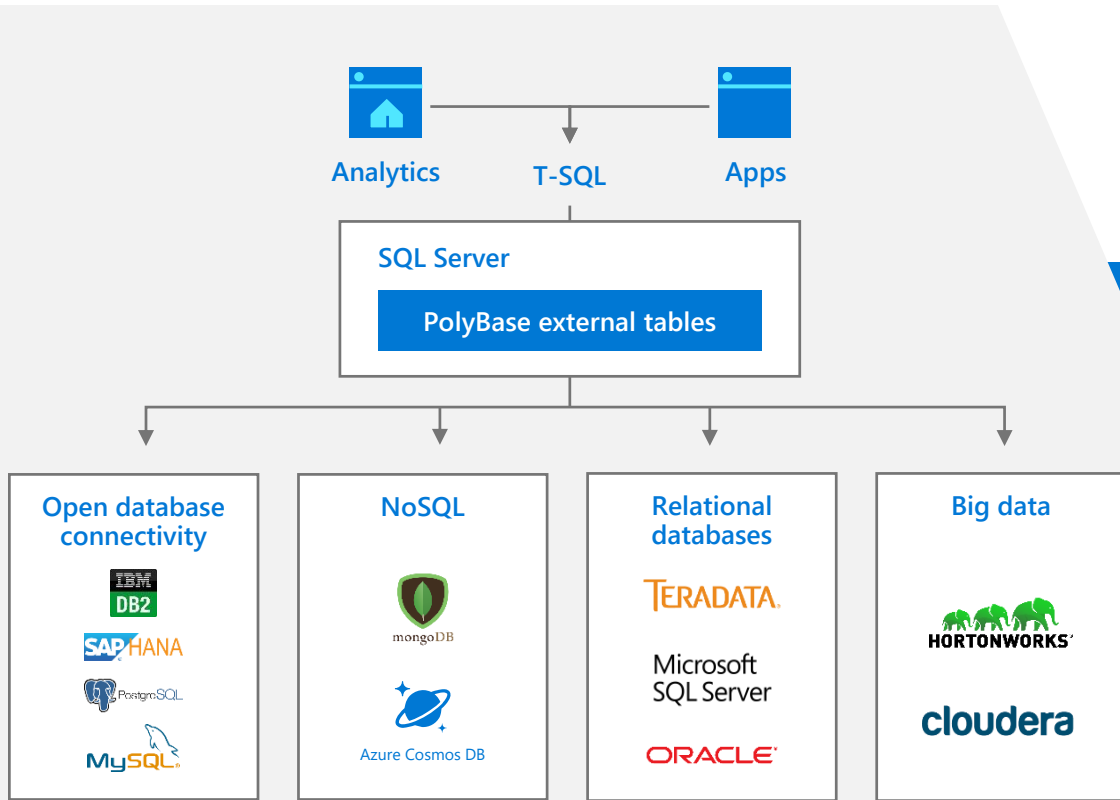
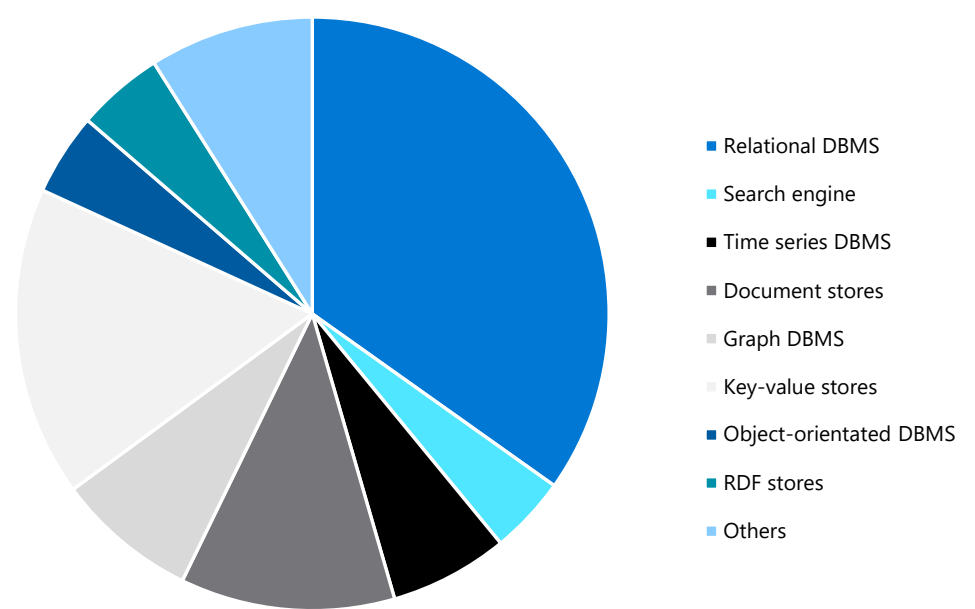


Data is more complex than ever. Transform data into insights with SQL Server 2019.

Improved data integration, management and AI.

Integrating data is harder than ever

There are more than **340 types of databases** in use today and moving data across them presents challenges.¹



SQL Server 2019 integrates data from many sources without movement or replication



Query across relational and non-relational data stores

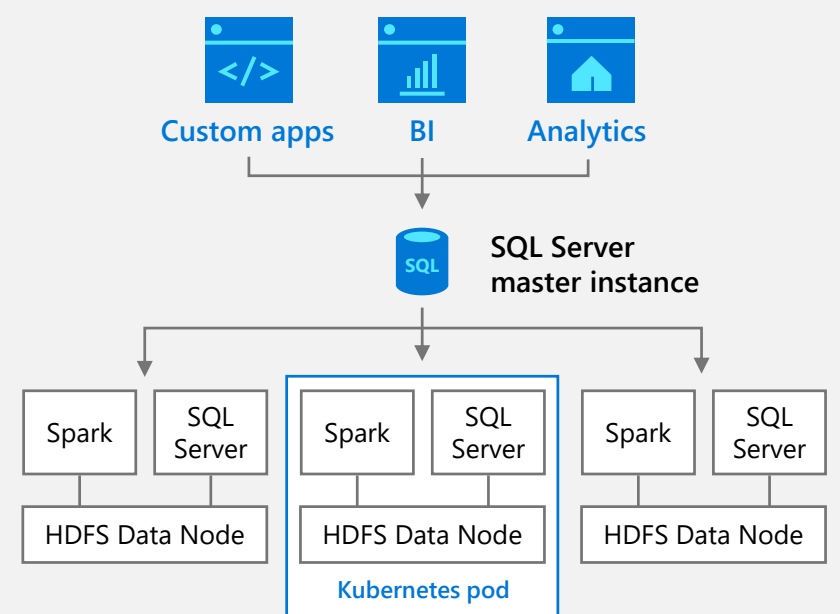
Data volumes are exploding

2,500,000,000,000,000,000 bytes of data are created every day. That's 2.5 quintillion or 2.5×10^{18} !

90% of all data was generated in the last two years.²

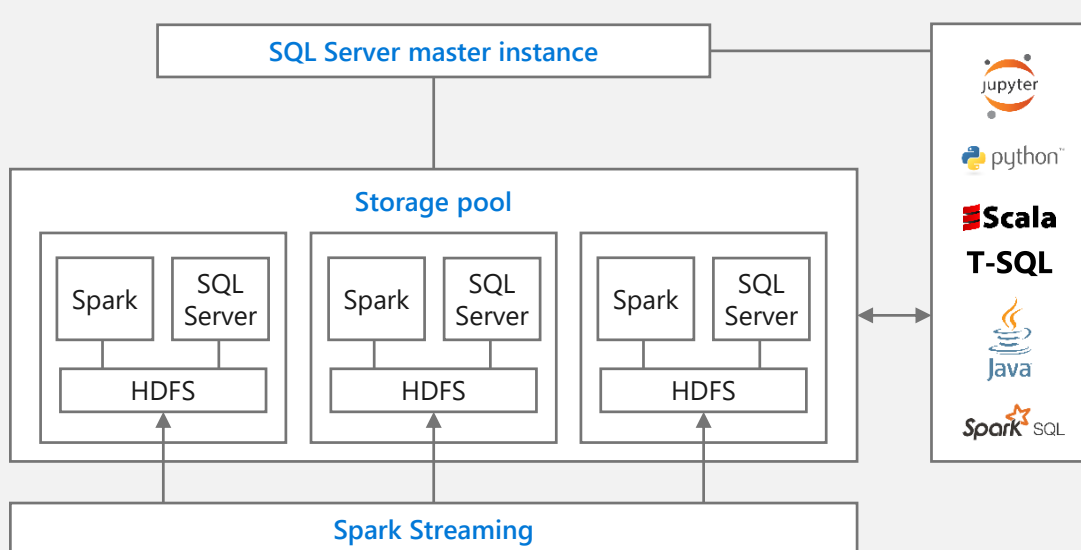
SQL Server 2019 meets the explosion of big data with hyper scale

- Read and write directly in HDFS using SQL Server or Spark
- Elastically scale compute and storage on demand using Kubernetes architecture
- Combine and cache data from relational and non-relational data sources with scale-out data marts



Users struggle to uncover insights from data

79% of analytics users encounter data questions they can't solve each month.³



SQL Server 2019 enables users to leverage AI and build intelligent apps from all their data

- Query your data using your preferred programming language in SQL Server or Spark
- Use SQL Server Machine Learning Services or Spark ML to train data models
- Store and operationalise your models all in one system

Get insights from all your data. Preview SQL Server 2019 now!

<https://aka.ms/eapsignup>

¹ 'DBMS popularity broken down by database model' 2018, DB-Engines Ranking, DB-Engines.com

² 'How Much Data Do We Create Every Day? The Mind-Blowing Stats Everyone Should Read', 2018, Forbes.com

³ 'State of Data Insights', 2017, Interana