MICROSOFT® SQL SERVER® 2014 IN-MEMORY OUTPACING ORACLE® AND SAP®

SQL Server 2014's in-memory technology is outpacing competitive solutions helping organizations make better business decisions. SQL Server 2014 in-memory provides faster transactions, faster queries, and faster insights – all on a proven data platform architecture.

> *"Microsoft SQL 2014 just may be the most complete in-memory solution on the market."*
>
> CMSWire®, March 2014

Reacting quickly to changes in the business landscape can often mean the difference between success and failure. Microsoft built in-memory OLTP (online transaction processing) and columnstore technologies, as well as hybrid cloud capabilities directly into the SQL Server database from the ground up, making it the first in-memory database that works across all workloads.

It can be used on-premises, or in the cloud with Azure™ Virtual Machine, and delivers mission-critical performance for transaction processing, data warehousing and business intelligence. In contrast, Oracle provides in-memory technology as an added cost, which limits usage to only some functions; and SAP HANA® is all in-memory.

SQL Server's in-memory technology delivers blistering performance for mission-critical applications while minimizing total cost of ownership – something that neither Oracle nor SAP currently can boast. With SQL Server in-memory our customers are experiencing:

Up to	Ability to analyze	Over
30x	**Millions**	**100x**
faster transaction processing with In-Memory OLTP	of rows of data per second with PowerPivot In-Memory for Excel®	query speed and significant data compression with In-Memory Columnstore

Microsoft

Here are five ways that set SQL Server 2014 In-Memory apart from the competition

Enterprises are turning to the in-memory technologies offered by SQL Server 2014 to give them the performance gains they need to be competitive. With our in-memory NASDAQ® decreased query times from days to minutes, while at the same time dramatically reducing storage costs.

Using the in-memory technology in SQL Server on standard commodity servers Bwin®, a leader in online gaming, was able to boost performance gains by 17x and queries by 340x. And Ferranti Computer Systems® was able to write more than 200 million rows of relational data in less than 15 minutes.

It's built-in. If you know SQL Server, you're ready to go. No new development tools or APIs to learn. No need to rewrite the entire app. No additional fees to use the in-memory feature like Oracle requires, or new hardware costs. And you benefit from the SQL Server mission critical capabilities you use today.

It's workload-optimized. Only SQL Server 2014 has in-memory technology optimized for OLTP, which means faster transactions. And it's enhanced in-memory Columnstore gives you faster queries and reports, while in-memory technology built into Excel and Analysis Services speeds analytics.

> *SQL Server 2014 is a game changer for us. Its in-memory columnstore, advanced stastics, and cardinality estimation are the tools we need to manage our very large databases for the long term.*
>
> Stanley Orlowski, Director of Database Structures, NASDAQ OMX®

It provides faster speed and throughput. SQL Server's in-memory design removes database contention with lock and latch-free table architecture, while maintaining 100% data durability. Neither Oracle nor SAP HANA provide this. This means you can take advantage of all your compute resource in parallel, for more concurrent users.

It's flexible. Unlike SAP HANA's all in-memory architecture, with SQL Server 2014 you choose what stays in-memory and what doesn't. Reduce costs while improving efficiency and optimizing new or existing hardware by storing hot data In-Memory and cold data on disk. And you can still access both with a single query.

It's easy to implement. Deciding what to migrate to memory is a breeze with the new migration advisor built right in to SQL Server Management Studio.

To learn more and discover how SQL Server 2014 in-memory technology can help you transform your business please visit us at www.microsoft.com/en-us/server-cloud/solutions/in-memory.aspx

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