





# Power your entire data estate with SQL Server 2017





SQL Server 2017 has everything built-in—industry-leading in-memory performance, trusted security, game-changing in-database Advanced Analytics, and the flexibility to run your complete data estate on any environment with any data. All of this comes for less, thanks to unmatched TCO.

## DATA SOURCES

### Structured

-  OLTP
-  MOBILE
-  ERP
-  LOB

### Unstructured

-  Graph
-  Social
-  IoT
-  Media

## DATA MANAGEMENT

### Operational data

An industry leader  
four years in a row



Leader  
in TPC-E

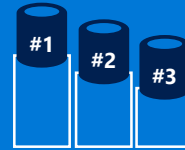


### Data warehousing

Scale to petabytes



#1  
performance  
in TPC-H



### Big data processing

T-SQL query  
over any data



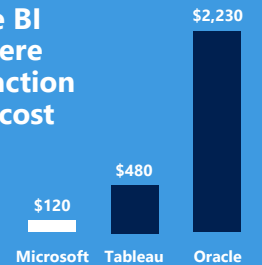
Data virtualization

Data integration

## DATA INSIGHTS

### Business intelligence

Mobile BI  
anywhere  
at a fraction  
of the cost



### Advanced Analytics & AI

1M predictions  
per second

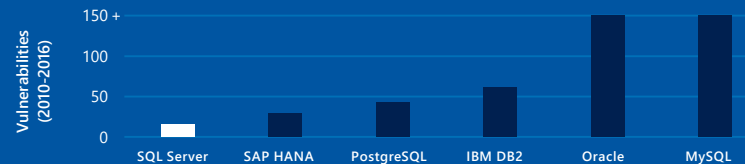


Support for  
R and Python



## SECURITY

Least vulnerable  
over the last 7 years



## FLEXIBILITY

Any language,  
any platform, anywhere



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National Institute of Standards and Technology Comprehensive Vulnerability Database update 2017.

TPC-H non-clustered results as of 2017 respectively. [http://www.tpc.org/tpch/results/tpch\\_perf\\_results.asp?resulttype=noncluster](http://www.tpc.org/tpch/results/tpch_perf_results.asp?resulttype=noncluster)

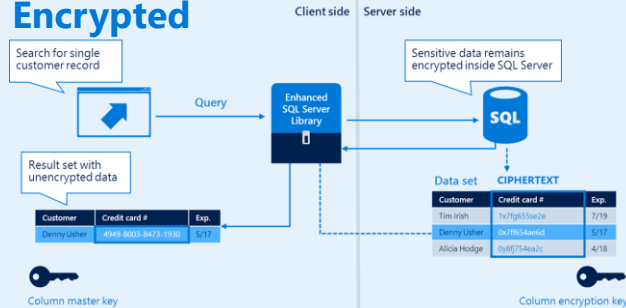
# Charge ahead with breakthrough features

## Enhanced performance without tuning



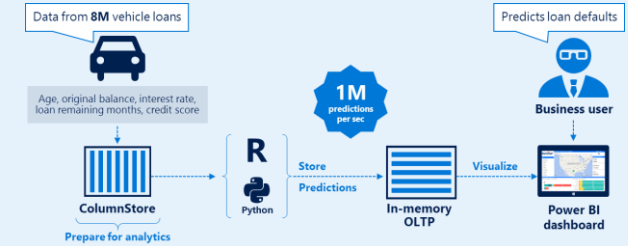
- Speed query performance without tuning using **Adaptive Query Processing**
- Faster transactions with **In-Memory OLTP** and up to 100x faster analytics with **in-memory Columnstore**
- **Real-time operational analytics** when you combine in-memory technologies

## Protect data with Always Encrypted



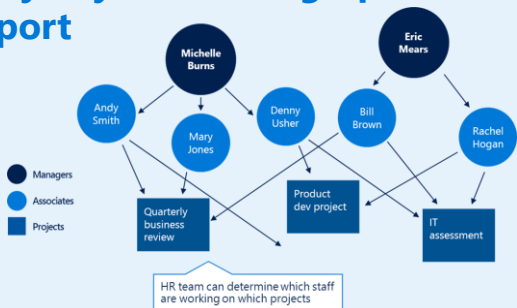
- **Fewest NIST vulnerabilities** over last 7 years
- Encrypt data at rest and in motion with **Always Encrypted**
- **Dynamic Data Masking** conceals sensitive data
- Control access to database rows with **Row-Level Security**

## Real time in-database analytics with R and Python



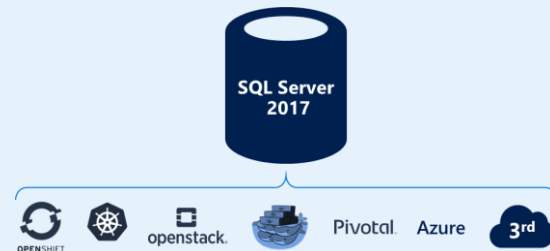
- Scale and accelerate machine learning by pushing intelligence to where the data lives with **in-database R and Python analytics**
- Analytics are **parallelized and at scale**
- **Leading AI innovation** to discover insights faster
- Advanced **machine learning algorithms** with GPUs

## Query any data with graph support



- Store and analyze non-hierarchical relationships with **Graph data support**
- **PolyBase** to easily query across SQL Server and data stored in Hadoop
- **Hadoop** combined with **SQL Server** provides value and insight from data lakes

## Any platform, any cloud



- Support for **Windows and Linux** operating systems and **Docker** containers
- Any cloud, any platform including **OpenShift, Red Hat OpenStack, Kubernetes, Docker Swarm** and **Pivotal**
- **License Mobility** enables on-premises licenses to be used in the cloud

INTELLIGENT // TRUSTED // FLEXIBLE

Solve bigger problems with **faster and far-reaching business insights**

Employ leading solutions for **OLTP, data warehousing, Advanced Analytics, and BI**

Enable innovation with **any language and any data on any platform**

Do more with **unmatched TCO from everything built-in**