

Toad Overview and Roadmap for DBAs, Developers, and Data Analysts

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SYBASE IQ
SALESFORCE.COM
BUSINESS OBJECTS
ORACLE
CASSANDRA TERADATA
MONGODB
DYNAMO DB **MYSQL**
HBASE INGRES **OBIEE**
SIMPLEDB IBM DB2
GREENPLUM SYBASE ASE EXCEL
SQL AZURE INFORMIX POSTGRES SQL
SQL ANYWHERE VERTICA **HADOOP**
AZURE TABLE SERVICES
HIVE ACCESS
NETEZZA **SQL SERVER**







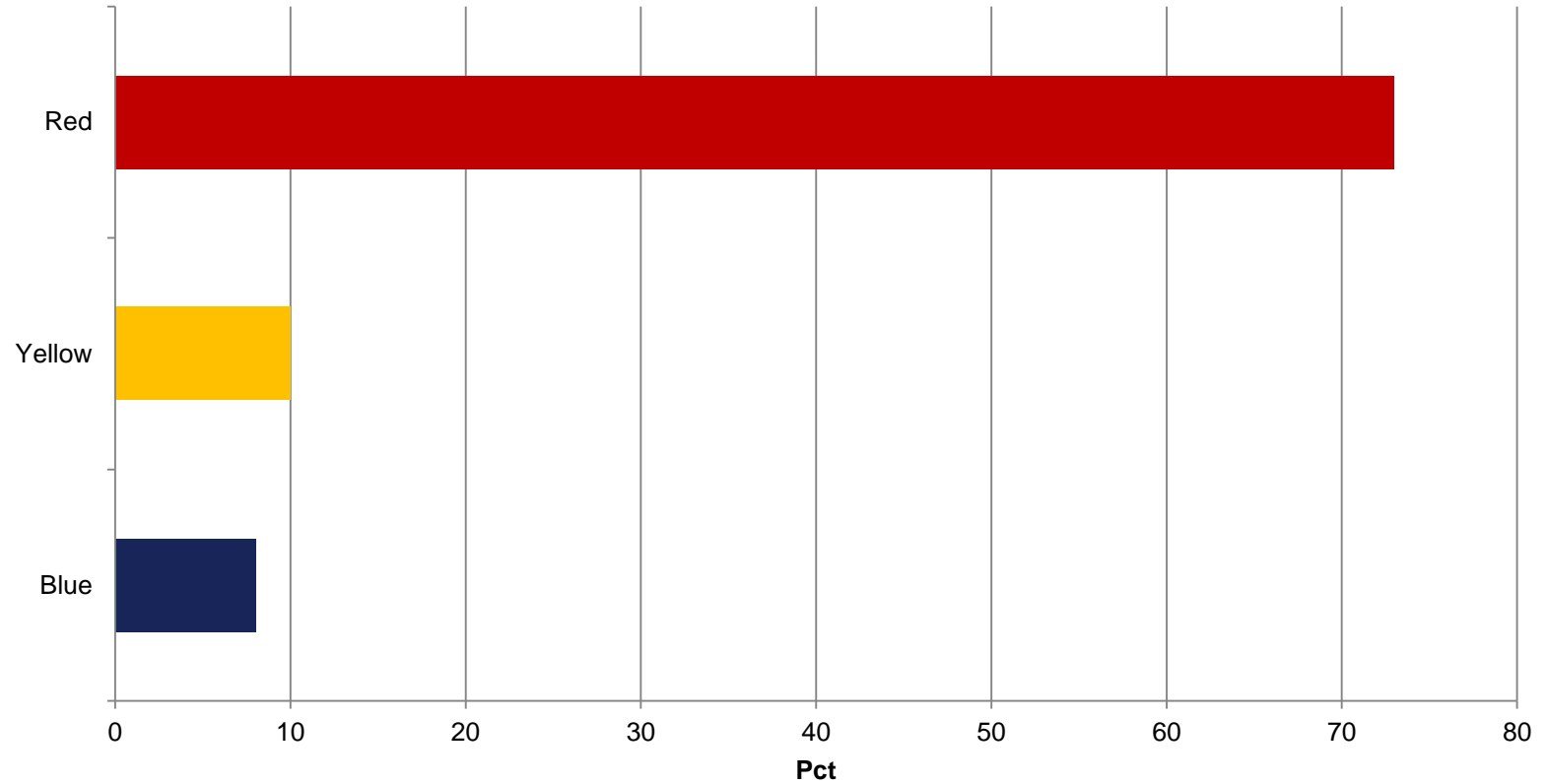
THE FELLOWSHIP OF THE TOAD







Star trek shirt fatality analysis



Sybase ASE

IBM DB2

Hadoop

Oracle

MySQL



SQL Server

Cloud

Visual Studio

noSQL

Eclipse



Big Data is a revolution



2005

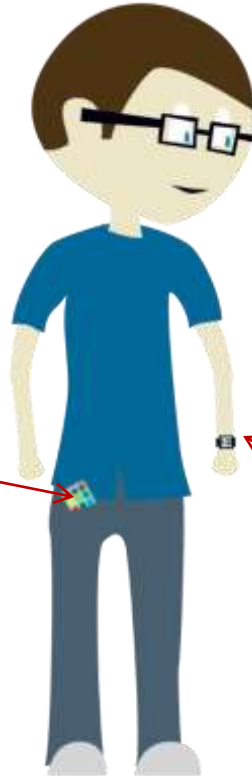


2009



The instrumented human

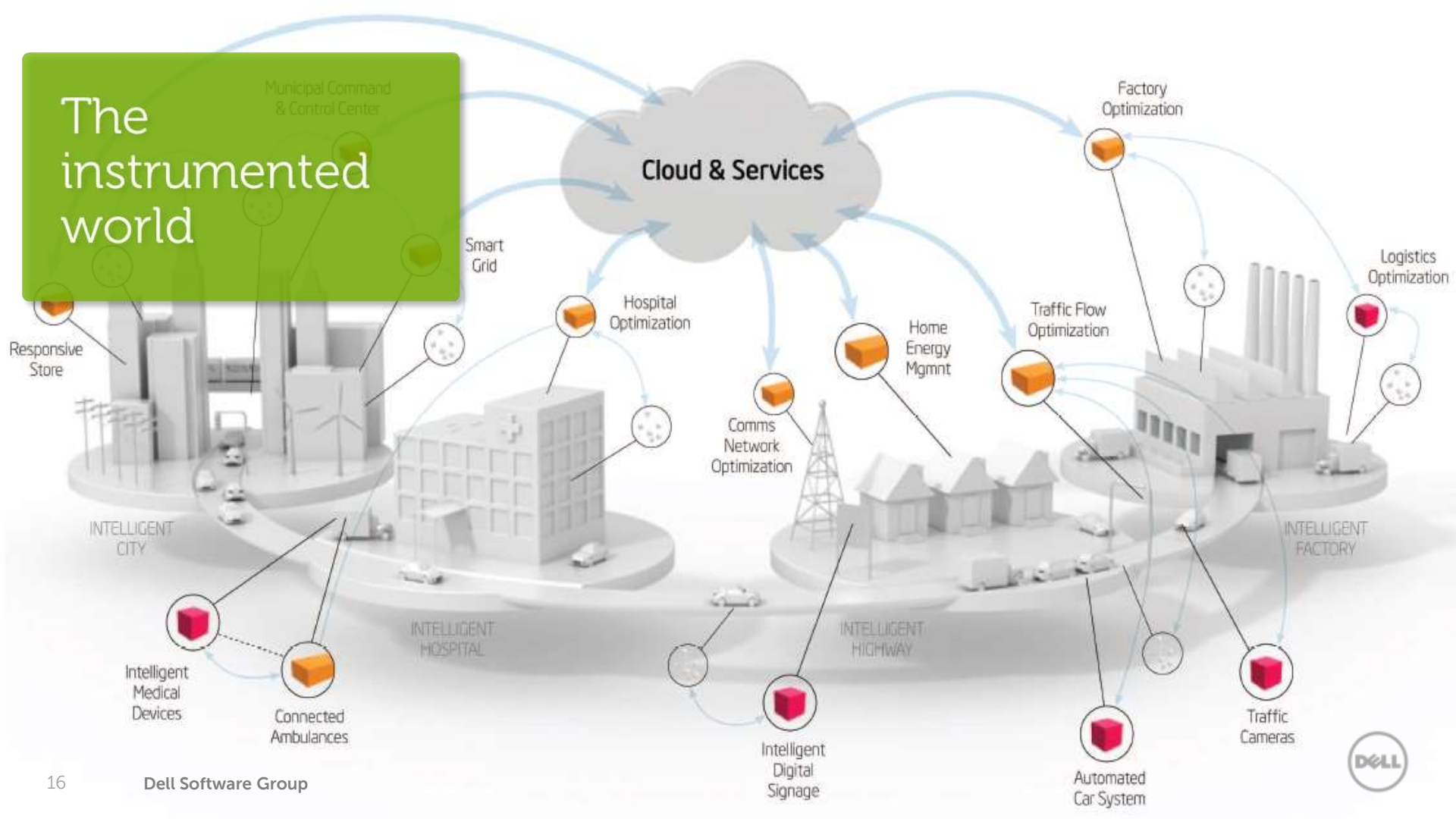
- Bluetooth Personal Area Network
- 3G/WiFi Wide Area Network
- GPS
- Storage



- Compass
- Camera
- Mike/earphones
- Heads up display
- Emotion/Attention monitor

- Pulse, temp monitor
- Silent alarms
- Pedometer, sleep monitoring

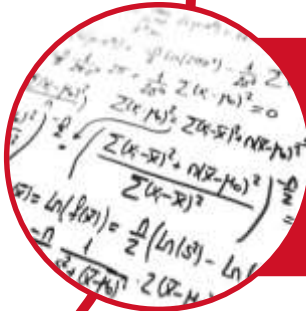
The instrumented world





More Data

- Storing all data – including machine generated and sol, Social, community, demographic data in **original** format – for ever



To More Effect

- Smarter use of data (data science) to achieve competitive or human benefit



Dell and Quest – a brief history



But Seriously



Dell Software portfolio



Data center and cloud management

- Cloud & virtualization management
- Performance monitoring
- Endpoint management
- Windows migration & management



Mobile workforce management

- Enterprise Mobility Management
- Endpoint & network security
- Desktop virtualization
- Secure remote access



Information management

- Database replication & backup
- BI and big data analytics
- Database development & mgmt.
- Application & data integration

Security

- Network security & secure remote access
- Identity & access management
- Email security
- Endpoint security & management



Data protection

- Backup & recovery
- Application & email protection
- Virtual protection
- Disaster recovery & replication



Data is being **created and consumed** at a rapid pace

\$232 Billion

dollars will be spent on Big Data through 2016.

70%

of data is created by individuals. Enterprises are responsible for storing and managing 80% of it.

247 Billion

Emails are sent everyday. 80% are spam.

4.4 Million

IT jobs globally will be created to support big data. Only 1/3 will be filled.

\$600 Billion

Dollars in waste annually for bad data or poor quality data.

48 Hours

of video are uploaded to YouTube every minute, resulting in 8 yrs of content daily.

37.5%

of large organizations said that analyzing big data is their biggest challenge.

1.8 Zettabytes

of business data in use in 2011, up by 30% from 2010.

100 Billion

RFID tags estimated to be sold in 2015.

Sources: <https://www.espatial.com/articles/20-shocking-facts-and-figures-about-big-data/>



New demands require **new data management models** and integrated **end-to-end solutions**

Infrastructure



Put the right data
in the right place
at the right time

Storage, Servers,
Networking

Management



Improve data
platform
performance

Toad

Integration



Get real-time
data movement

Boomi, Shareplex

Advanced analytics & BI



Turn data into
insights for
better, faster
decisions

Statistica, Toad
Data Point, Kitenga

Multiple platforms: Hadoop, Oracle, SQL Server, MongoDB, Sybase, DB2 and more

Dell offers end-to-end database management solutions

Data Querying & Reporting	Database Development	Database Administration	Database Monitoring & Analytics	Database Replication & Integration	Database Backup
<p>Reduces data preparation work by simplifying data access, integration and reporting</p>	<p>Boost developer productivity by employing database development best practices in code quality, performance and maintainability</p>	<p>Ensure high DBA productivity by automating repeat tasks, optimizing performance and mitigating impact of changes across database instances</p>	<p>Improve service levels by monitoring, measuring and analyzing the transactions that connect users to database resources</p>	<p>Ensure high availability and minimize risk to the database environment using versatile, near real time database replication and data integration</p>	<p>Reduce risks and save time by implementing a backup solution that improves recovery times with strong de-duplication</p>
<p>Toad Data Point</p>	<p>Toad</p>	<p>Toad & Spotlight</p>	<p>Foglight</p>	<p>SharePlex</p>	<p>NetVault & AppAssure</p>

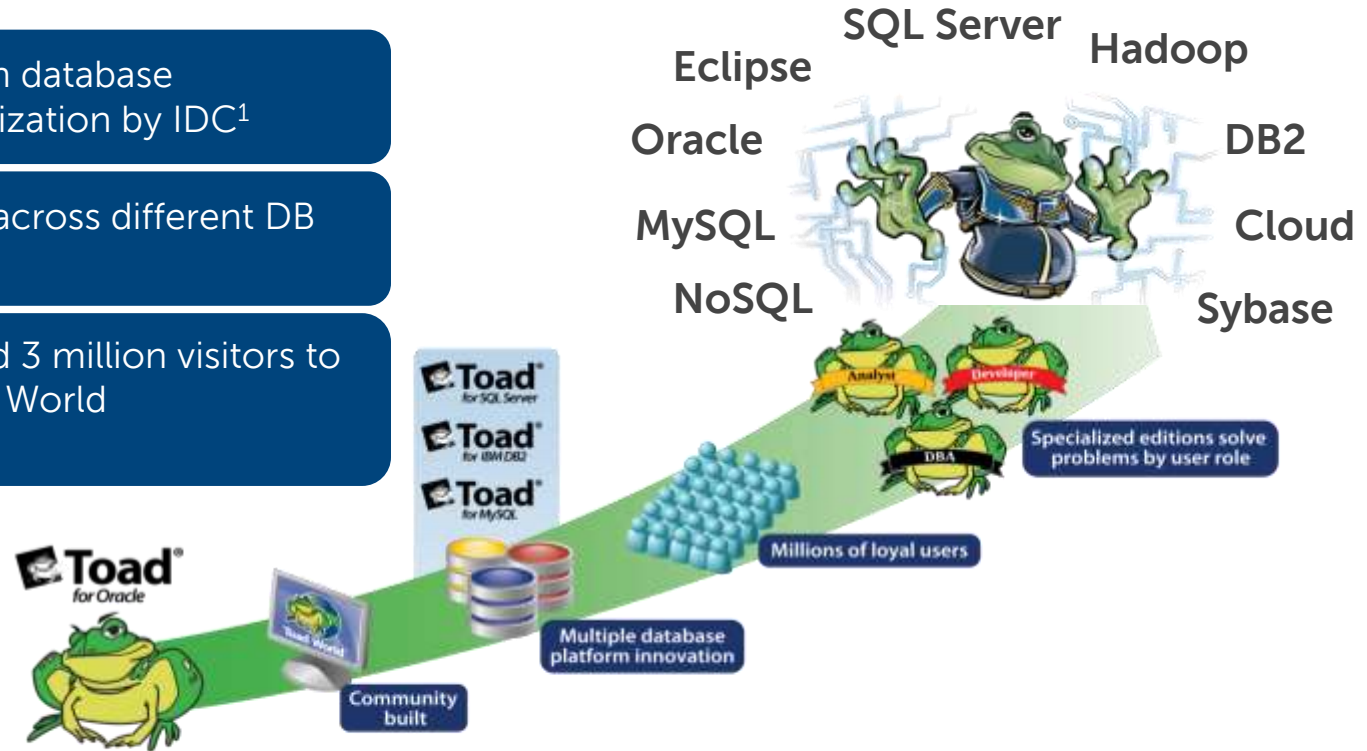


Toad is a best-of-breed productivity solution for developers, DBAs and analysts

Repeatedly named #1 in database development and optimization by IDC¹

Similar user experience across different DB platforms

Over 2 million users, and 3 million visitors to online community Toad World
toadworld.com



Dell Toad® for Oracle

Components



Dell Toad® for Oracle

Sold separately

DB Admin Module

Space Mgr for Oracle

Toad Data Modeler

Benchmark Factory

Requires
Toad for Oracle

DBA Suite RAC Edition

DBA Suite Exadata
Edition



Recommended Toad® edition by job function



An integrated solution that improves decision making by enabling users to fully leverage their BI environments and corporate information.

Includes Toad Data Point & Toad Intelligence Central



Build code with a focus on ensuring standardization and that the most optimal code possible is being used.

Includes Toad Data Modeler and SQL Optimizer for Oracle



Employ a best-practices approach to database development, which encompasses code quality, performance and maintainability.

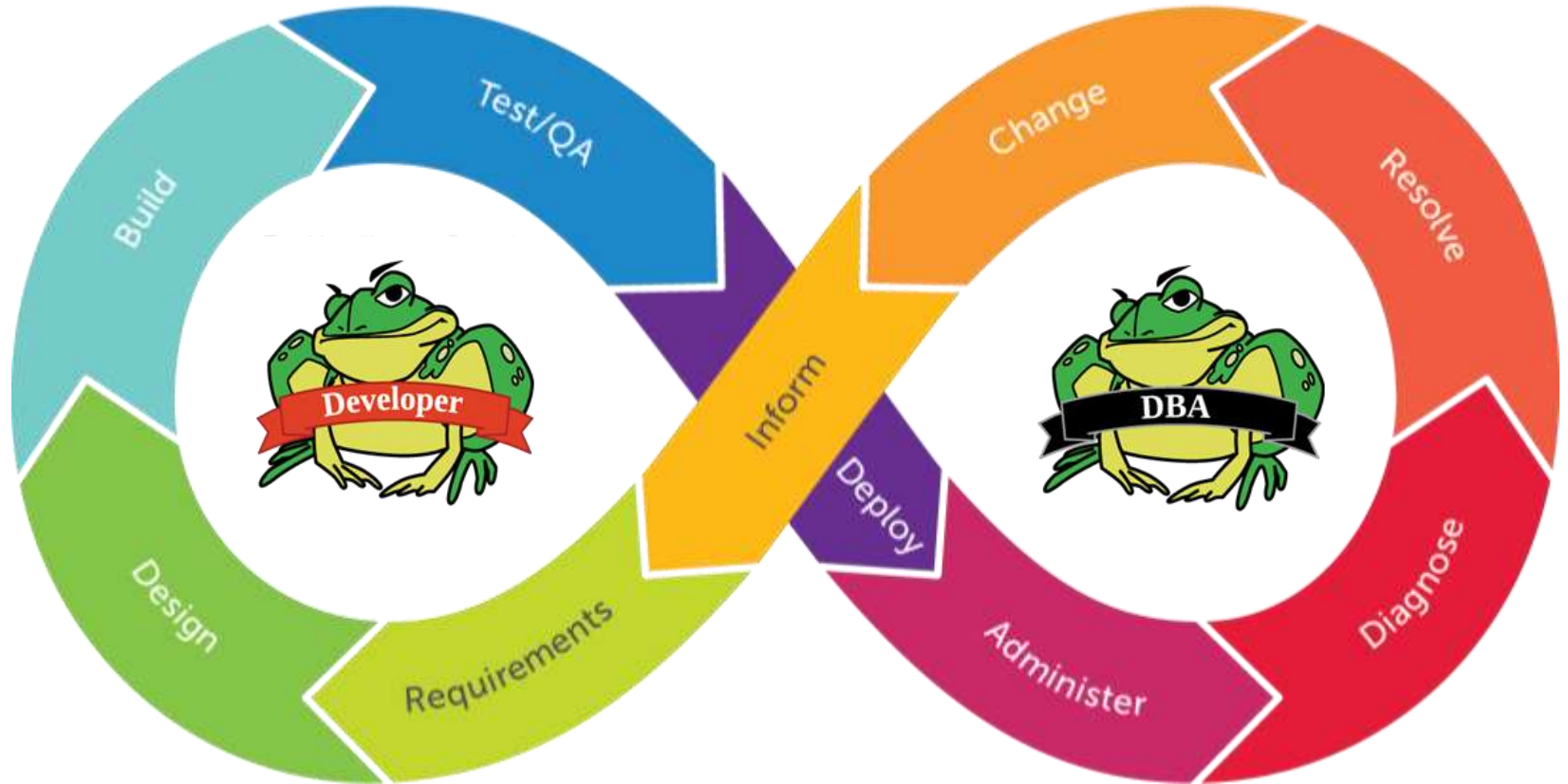
Includes Toad for Oracle Xpert plus Benchmark Factory and Code Tester for Oracle



A complete productivity toolset that automates maintenance, boosts performance and mitigates the risks associated with changes.

Includes Toad for Oracle Xpert, Spotlight on Oracle, Benchmark Factory and Backup Reporter (RAC and Exadata Editions avail.)

Toad for Oracle supports the Database Lifecycle



Toad saved \$49m at a large transportation company

- Study conducted by Forrester
- 2,677% risk-adjusted ROI over the past five years
- Saved the customer more than \$49M the past five years; payback period 1 year
- Database (DB) professionals 20% more productive.
- Hired less experienced DBAs. Focused experienced DBAs on high value projects.
- DB professionals were cross trained on different DB platforms, and could be staffed as needed.



The Business Value of Toad

Control costs

Increase quality

Reduce risks

Efficiently leverage labor

Gain competitive advantage



Where do we go from here?



What customer pains are we seeing?

Need to Get Applications to Market Quicker

Geographically Distributed Project Teams

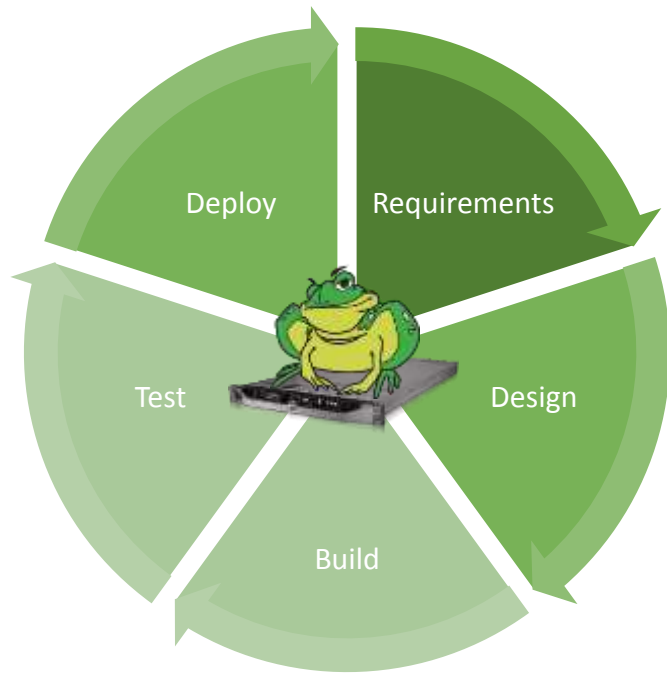
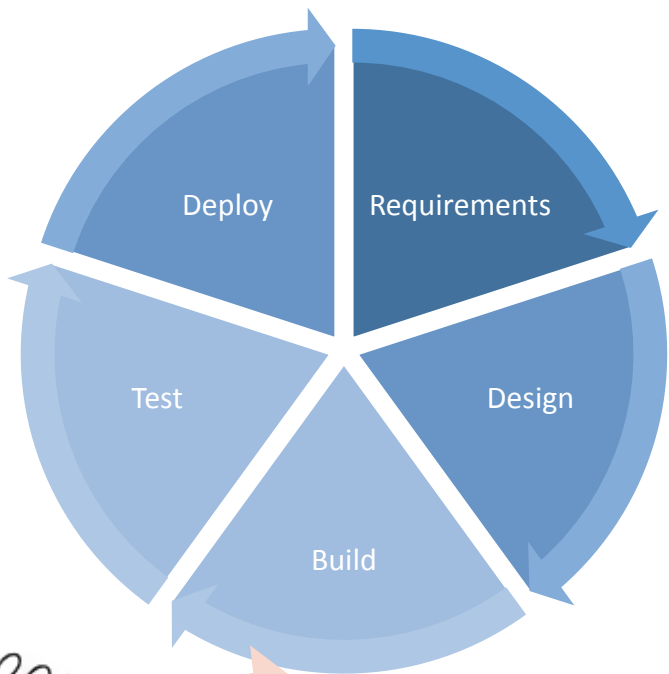
Unable to Implement Best Practices

Unplanned Development Cycles

DB Release Management is Very Manual

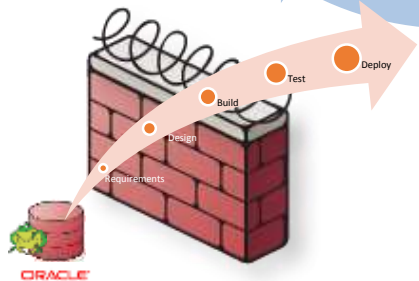
Lack of Management Visibility into DB Lifecycle

Today

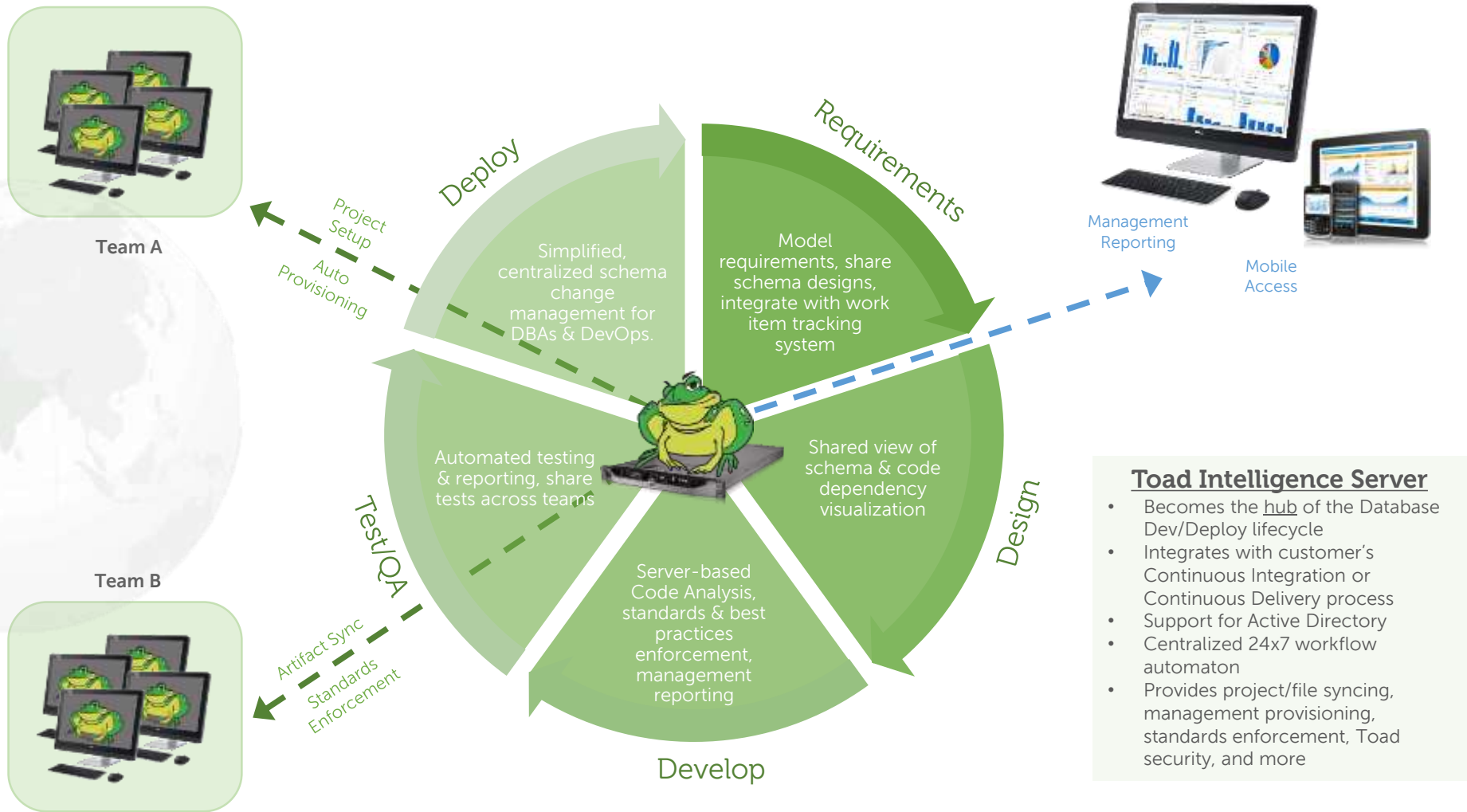


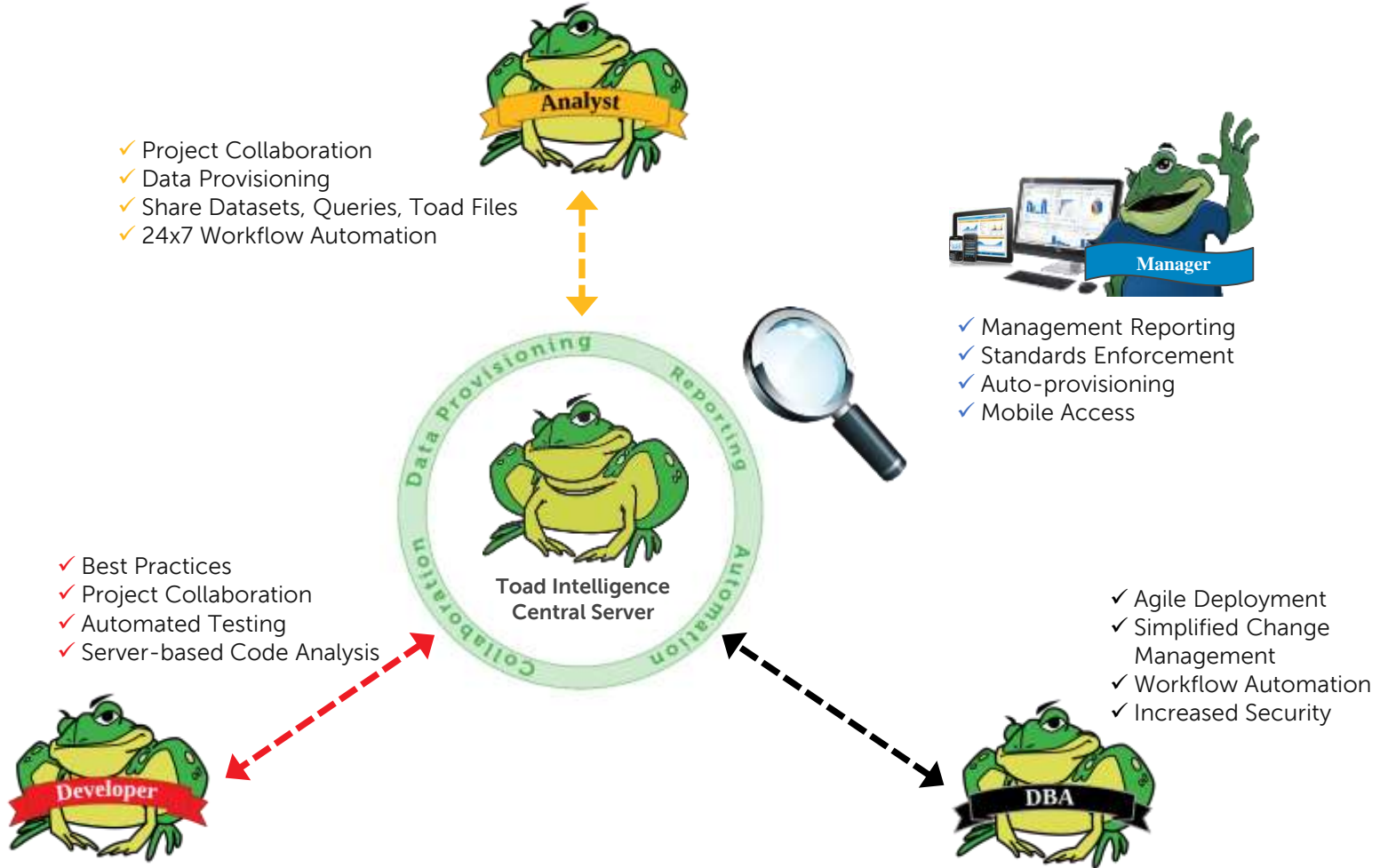
Tomorrow

Integrated within the standard release process

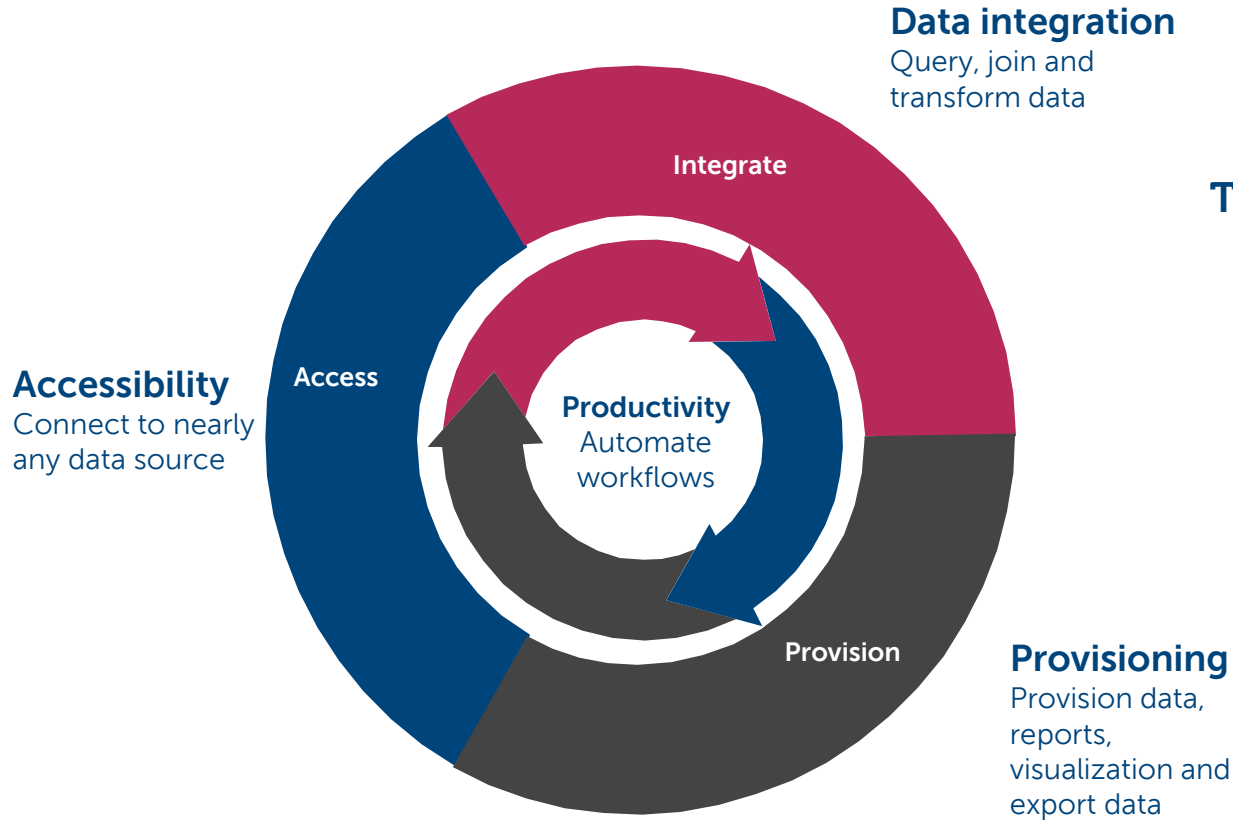


Outside of standard application release process





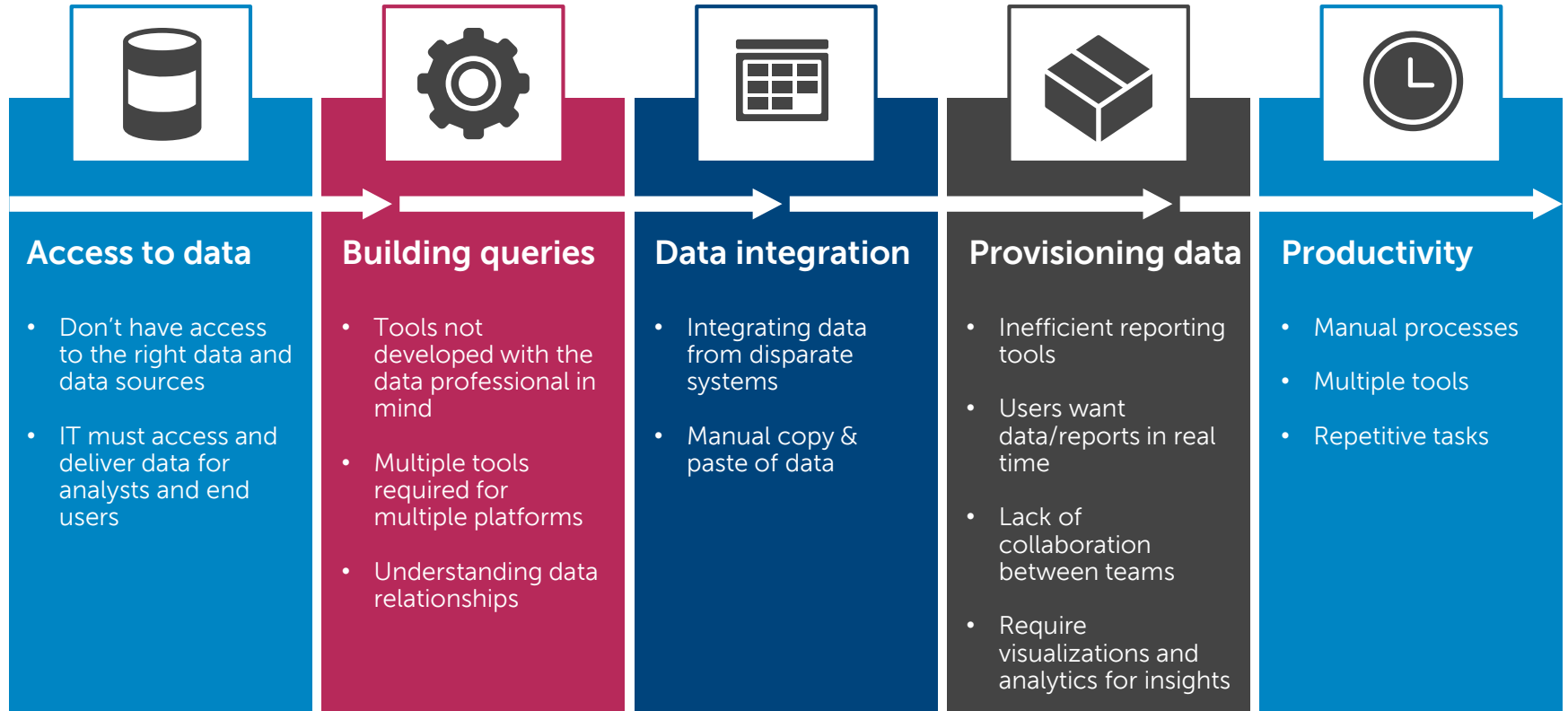
Toad Data Point



Toad Data Point is a cross-platform query and reporting tool that simplifies data access, analysis and provisioning for data management professionals



Key challenges for analysts today



The ideal solution

1

A single tool to connect to and access practically any data source

2

A tool that elevates your proficiency with SQL

3

A platform that allows you to join data sources easily

4

A tool that supports on click data provisioning and robust report building

5

Embeds an automation engine that allows you to turn complex jobs into automated workflows



Toad Data Point is **proven** in the market

Used in key industries

Banking/Financial

Public sector

Manufacturing

Transportation

Retail

Americas

EMEA

APAC-J

LATAM

3800+ Accounts

F500 - SMB

34% of Fortune 500

49% of Fortune 100

54% of Fortune 50



Why Toad Data Point

Reduces software costs and improves user efficiency

Single tool that can access and query almost any structured or unstructured source

Increases productivity

Enables analysts to target specific workflows and automate them

Empowers users

Increases ability to build accurate SQL queries, transform data and deliver reports

Speeds provisioning of data

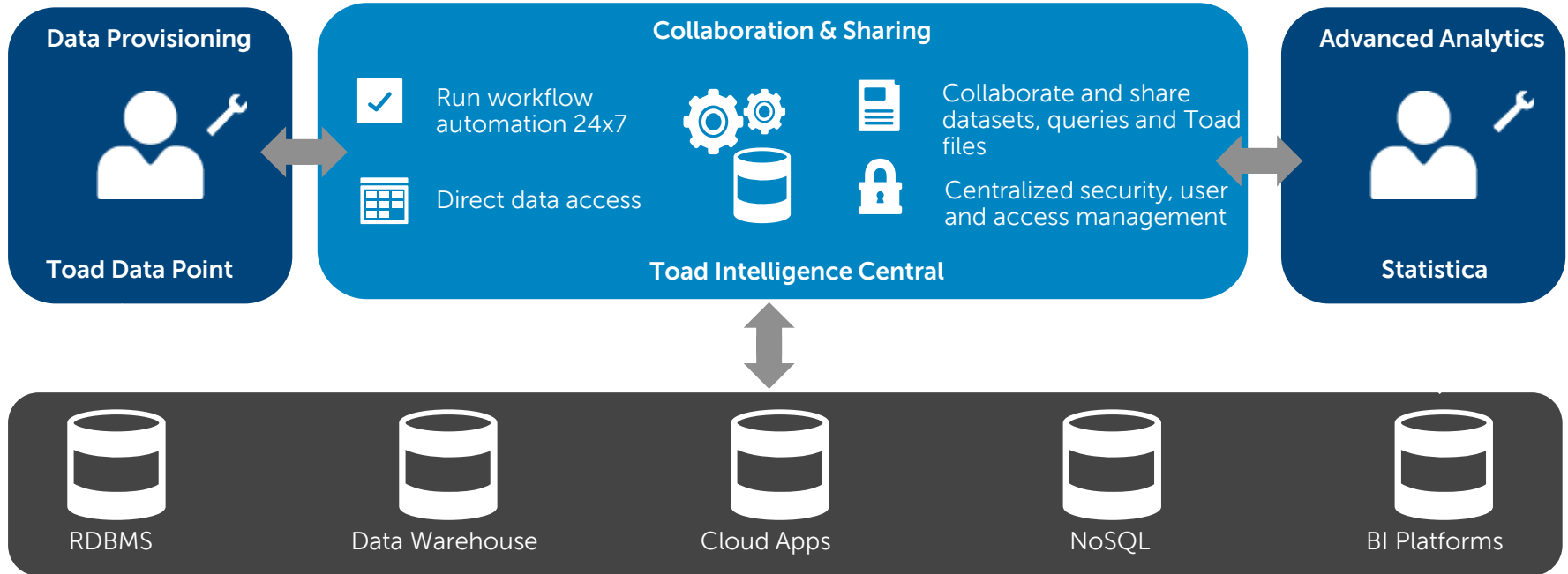
Speeds provisioning of data for faster report delivery



Toad Intelligence Central



Simplify data sharing and collaboration



Benefits

Improved team collaboration and knowledge retention

- Publish and share files, objects and data sets directly with your team in Toad
- Speed access to data with centralized team access
- Eliminate the need for emailing data in Excel

Reduced risk to workflow failure

- Centralizes knowledge and workflows in a secure environment
- Provides access to reusable items
- Schedule and run automated reports from a fault tolerant server 24x7

Increases productivity

- Improve report turnaround times by running SQL queries on the server
- Increase productivity by sharing institutional knowledge in a centralized repository
- Connectivity for data visualization and analysis tools of choice





Toad for Oracle Solutions Roadmap Summary

Q3 FY15

- **Toad for Oracle 12.6**
– Team Coding enhancements, Formatter integration with Team Coding, Spotlight Essentials integration

Q2 FY16

- **Toad for Oracle 12.7** – *Editor enhancements, improved Team Coding and Code Analysis, Toad Intelligence Central integration (AD integration, publish/auto-provision best practices standards files, web-based code Code Analysis management reports), Oracle 12c in-memory support*
- **SQL Optimizer 8.9.x** – *support for bind variables, Impact Analysis (Toad integration)*

Q3 FY16

- **Toad for Oracle 12.8** – *Toad Intelligence Central integration to support Continuous Integration (scheduling, automation, publish/provision data), Impact Analysis*
- **SQL Optimizer 9.0** – *support for Oracle 12c in-memory and SQL Translation Framework, Toad Intelligence Central integration (SQL optimization engine)*

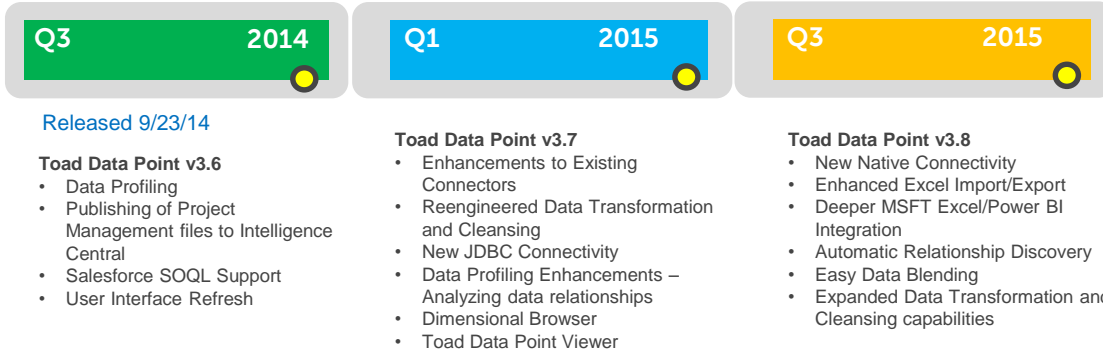
- **BMF 7.2**
Enhanced New Job Wizard, multiple job tests, UI enhancements
- **Toad Data Modeler 5.4**
Maintain platform support

- **Toad Data Modeler 5.5**
NoSQL modeling, improved reports, Toad Intelligence Central integration (repository)





Toad Data Point Roadmap



The information presented here represents Dell Software's current view of its Toad Data Point product development cycle and future directions. It is intended for information purposes only, and should not be interpreted as a commitment on the part of Dell Software. Dell Software makes no warranties, express or implied, in this document.





Toad Intelligence Central Roadmap



Q3 2014

Released 9/23/14

Toad Intelligence Central v2.4

- Active Directory Support
- Interface to Allow other Toad Products to Connect
- Enable 3rd Party Products to Consume Views
- Security Enhancements
- Performance Enhancements (64 bit)
- Boomi Connector
- Support Statistica to Connectivity to TIC

Q2 2015

Toad Intelligence Central v2.5

- Enhancements to Existing Connectors
- Security Enhancements
- Web Based Administration Console
- Notifications
- Historical File Tracking
- Group Management
- Automatic Toad Intelligence Central Discovery Capabilities
- Increased organization for 3rd Party consuming technologies

Q3 2015

Toad Intelligence Central v2.5

- Increased Toad connectivity
- Increased Web Based Console capabilities
- Larger dataset capabilities
- Deeper integration with Dell Software products (Boomi, Statistica, etc)

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NOTE: Toad for Oracle 12.7 (slated for April 2015 release) will support Dell connectivity to Toad Intelligence Central



Toad World – Realize the power of Connected Intelligence

Login to the
Toad World community
www.ToadWorld.com

- Connect with peers and world-renowned subject-matter experts
- Share knowledge and become one of the experts
- Get help and access resources from inside Toad for Oracle

The screenshot shows the Toad World website homepage. At the top left is the Toad World logo with the tagline "Connected Intelligence". To the right is a search bar and a "LOGIN" link. Below the logo are five navigation tabs: "DISCUSS in the community", "LEARN from expert resources", "DOWNLOAD our software", "FOCUS on a platform", and "EXPLORE a product". The main content area features a green banner with a world map and the text: "Welcome: Willkommen, Bienvenido, Bonjour, 你好; Toad World is now available in: English, German, Spanish, French and Simplified Chinese! Learn More". Below the banner are three statistics: "3m unique visitors connects you to the world", "30k wiki and blog contributions expand your knowledge", and "21k forum threads for relevant discussions and answers". To the right of these statistics is a login section with fields for "Email Address" and "Password", a "Remember me" checkbox, and a "Sign In" button. Below the statistics is a "Featured Videos" section with four video thumbnails. At the bottom of the page is a footer with links for "About Toad World", "Privacy Policy", "Terms of Use", "Contact Us", "Toad Feedback", "About ODI", and "Ads and Events". The footer also includes "Toad World is Sponsored by" with the Oracle logo, "Copyright © 2014 Deloitte Software Inc.", and "Translations provided by" with the Google Translate logo.





The power to do more

Question and Answer



Thank you.

