

Oracle Database Insider Blog



Go behind the scenes of the latest Oracle Database announcements with the team that brings you the Database Insider, Oracle's most popular newsletter.

[Volume Ltd Moves From SQL Server to Oracle Database 11g Gains Instant ROI](#) « main » [Vallath Stays Busy with RAC SIG and All India Oracle Users Group](#)

Oracle is a Hit at Gartner's European BI Summit

By [jeffrey.x.erickson](#) on January 27, 2009 10:37 AM



According to our man on the ground at the [Gartner BI Summit](#) in The Hague, Netherlands, the Oracle strategies for [Business Intelligence and Data Warehousing](#), matched or led the direction analysts and industry speakers foresee in the industry as a whole. Kevin Lancaster, part of Oracle's EMEA field organization for BI and Data Warehousing, sent these notes from the event:

Praise for Oracle Exadata

Lancaster managed to squeeze into the well-attended session where Grant Salmon, the CEO of LGR Telecommunications, spoke about his company's experience with the [HP Oracle Database Machine](#). Salmon began by talking about the impressive performance of his Oracle data warehouse before they began using the HP Oracle Database Machine. The existing data warehouse of his largest customer loads nearly 3 billion rows per day and serves over 1,500 concurrent users. Then Salmon talked about his company's experience with that same data warehouse using the HP Oracle Database Machine. He highlighted some very significant benefits; mentioning 30 times to 60 times performance improvements, and calling it easier to implement, easier to scale, and easier to buy. And, Salmon added, there's a single support number to call.

Salmon also told the Gartner BI Summit audience that, unlike other database appliances, the HP Oracle Exadata Database Machine runs on Oracle, so it handles his customer's mixed workloads extremely well.

Gartner Notes the Rise of Linux

Gartner presented a keynote that, among other things, discussed the ascendance of the Linux operating system; showing a chart which attributed an annual market for Linux of \$3.7 billion and showed [Oracle on Linux](#) with around \$2.9 billion -- an 85% market share and still growing!

Lastly, though it might not be the MOST important measure of success, Oracle's Ice Bar at the BI Summit was a hit, with a mix of drinks available to attendees drifting over from Netezza's smaller ice bar with its single drink offering.

Look out for Oracle at the [Gartner BI Summit in North America](#), on March 9 – 11, and send us an update we can share with our readers.

Tags: [Oracle Exadata](#) [Unbreakable Linux](#) [business intelligence](#) [data warehousing](#)

[Permalink](#)



TrackBack

TrackBack URL for this entry:
<http://blogs.oracle.com/mte1521/mt-tb.cgi/9691>

Search All Blogs

Google Search

Only search this blog

About This Entry

This page contains a single entry from the blog posted on **January 27, 2009 10:37 AM**.

The previous post in this blog was [Volume Ltd Moves From SQL Server to Oracle Database 11g Gains Instant ROI](#).

The next post in this blog is [Vallath Stays Busy with RAC SIG and All India Oracle Users Group](#).

Many more can be found on the [main index page](#) or by looking through [the archives](#).

Top Tags

analytics BIWA **business intelligence data warehousing** Exadata
Oracle Database Oracle Exadata Oracle OpenWorld Oracle Spatial Unbreakable Linux

RSS

Subscribe to this blog's feed

Powered by [Movable Type](#) and [Oracle](#)