

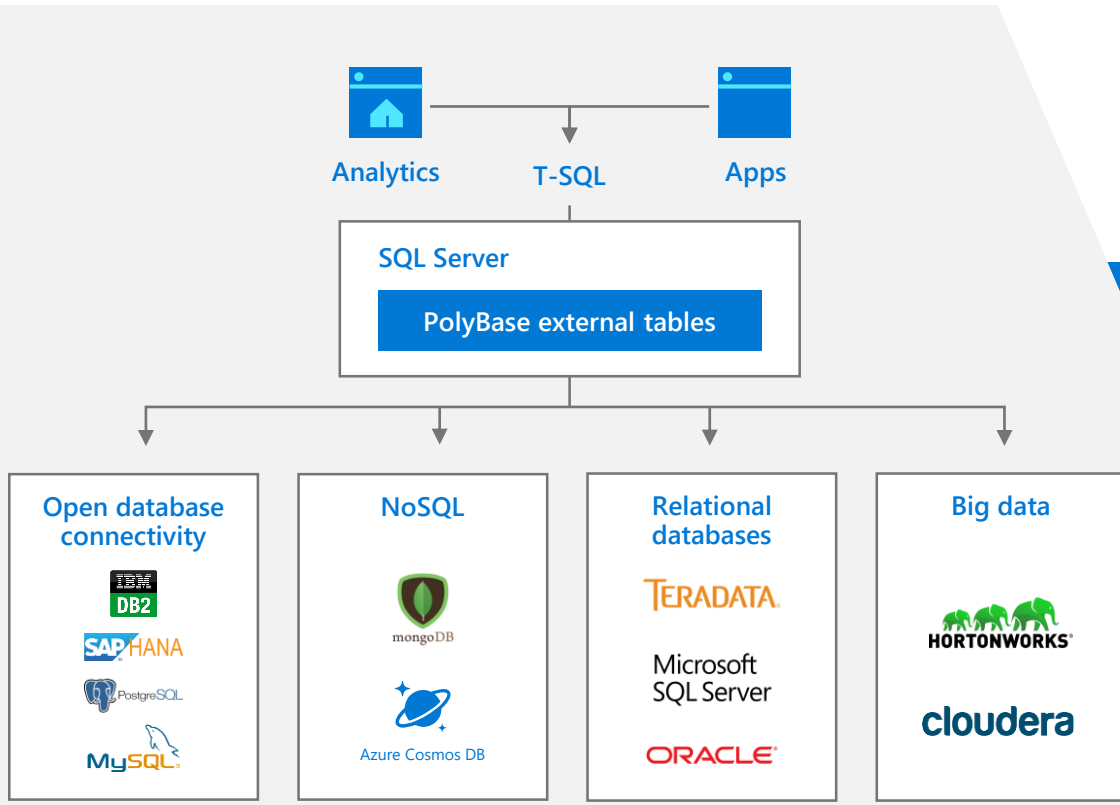
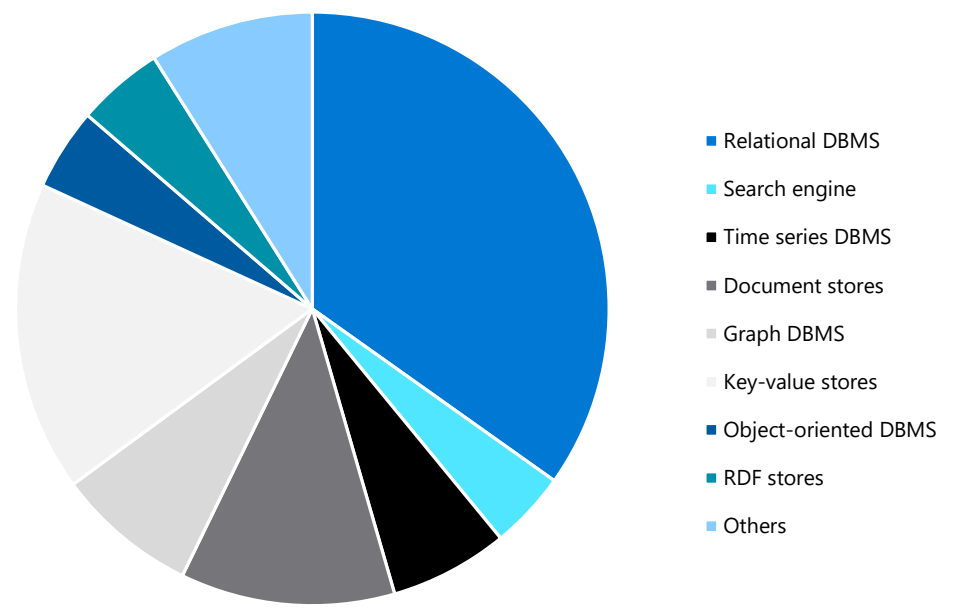
# Data is more complex than ever. Transform data into insights with SQL Server 2019.

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.<sup>1</sup>



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



Query across relational and non-relational data stores

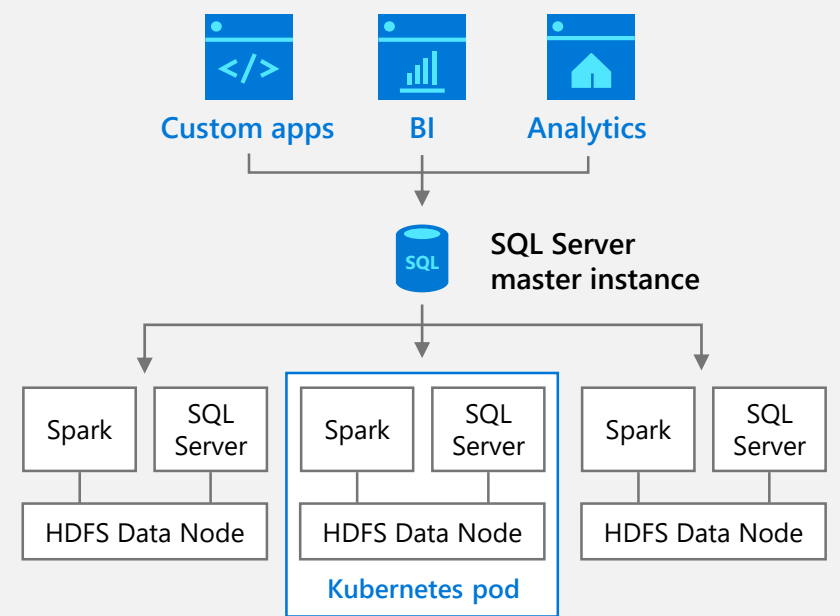
## Data volumes are exploding

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

**90 percent of all data** was generated in the last two years.<sup>2</sup>

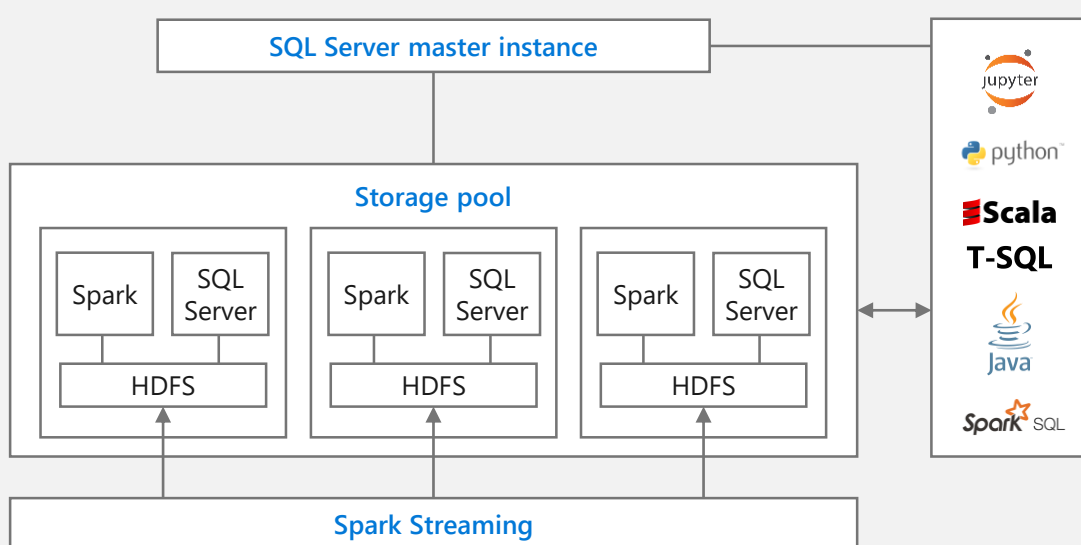
### SQL Server 2019 meets the explosion of big data with hyper scale

- 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 percent** of analytics users encounter data questions they can't solve each month.<sup>3</sup>



### 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 operationalize your models all in one system