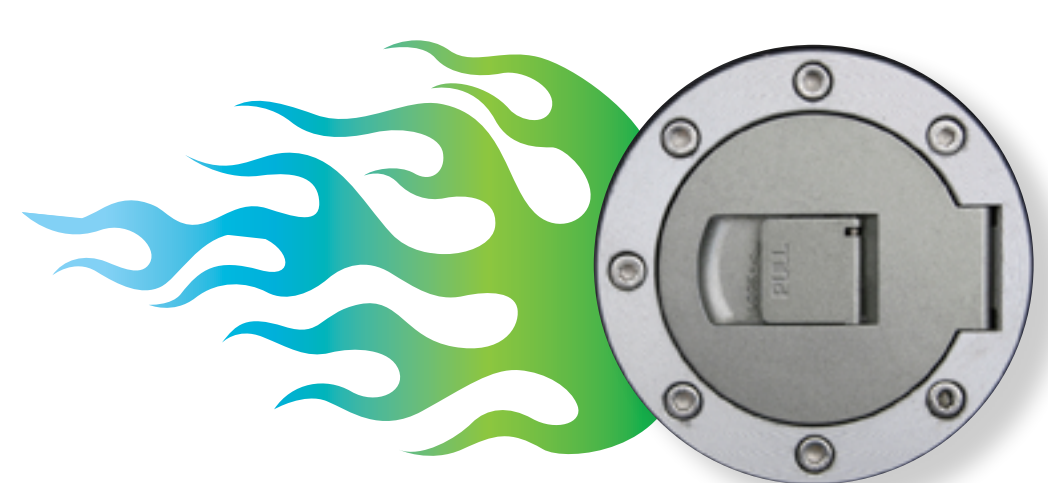# READY, SET, GO!

In the race for competitive advantage, data is fuel.
Today, big data's not just for big companies. Advanced analytics lets midsize organizations extract untapped value from big data to accelerate growth and optimize the business.

Analytics pays back
USD 13.01
for every dollar spent
1.2x more
than it did 3 years ago[1]

71% of analytics customers plan to increase their analytics budgets within **next 2 years**[2]

HIT THE GROUND RUNNING

To move at the speed of business, you need actionable insights now.

Custom-built system
- Ready to leverage insight in months
- Need to configure, test and tune
- Costly

Pre-built system
- Ready to leverage insight in hours
- Load and go with no tuning
- Affordable

Gain **speed**, **simplicity** and **exceptional value** with the IBM® PureData™ System for Analytics Mini Appliance. This high-performance data warehouse solution integrates database, server and storage into a single pre-tuned and pre-configured system—giving midsize organizations the edge they need to quickly extract valuable insights from big data, straight out of the box.

Run complex analytics in minutes:
10x to 100x faster
than traditional custom systems[3]

Includes big data and business intelligence starter kit for real-time analytics, Hadoop data services, data integration and business intelligence:
Now with more than
USD 350,000
in added software value[4]

Accelerate time to value. The PureData Mini Appliance is simple to…

Deploy: Turnkey system comes preloaded with advanced analytics software and is easily installed into an existing rack.

Maintain: Integrated design and enhanced resiliency mean you spend less time managing and more time innovating.

Try: IBM Proof-of-Concept program lets you try the appliance with your own data.

"Midmarket companies have similar big data needs as large enterprises. The PureData Mini Appliance enables 'big-company capability' with best-in-class performance in a midmarket package."

—**John Lucas**,
*Director of Solution Delivery,
Big Data and Analytics, Avnet Services*

"The PureData Mini Appliance offers significant performance improvements over software-based data warehouses, in a simple and self-contained environment, with a fraction of the operational maintenance costs."

—**Liam O'Heir**,
*Vice President of Sales,
New England Systems*

FULL SPEED AHEAD

Discover how easy it is to unlock your data's true potential at
ibm.com/software/data/puredata/analytics