



Data **by** Design

Data by Design's (DXD) USA operations are in their 24th year of elite database consulting globally. DXD's European offices are in Paris, FRANCE in conjunction with Database Architects (DBARC).



Our expertise is focused on all things data. Our global team has some of the world's top database experts with Sybase, Microsoft SQL Server, MySQL, Oracle, DB2, Postgres, Hadoop, and numerous others. We have developed several outstanding Database, Master Data Management, Big Data, and SQL courses that bring together live customer implementations and industry best practices.

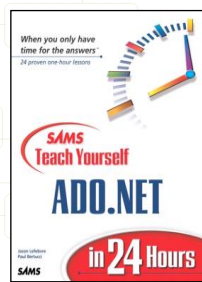
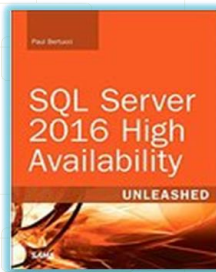
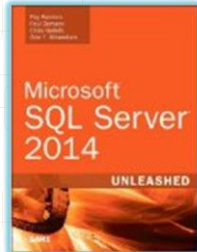
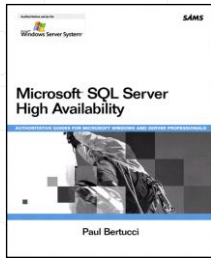


Our technical teams combine a deep understanding of current and emerging technology issues with a proven track record of cost effective and on-time delivery while maintaining the highest quality standards.

Data by Design teams continually demonstrate their ability to deliver results to customers in the following areas:

- High Availability/Continuous Operation
- Performance & Tuning
- Data Architectures/Database Design
- Distributed Data and Data Replication
- Business Intelligence / Data Warehousing
- Data Integration/Enterprise Application Integration
- Database Security and Cryptography
- Data Services/Business Services – SOA
- Data Analysis/Data Modeling
- Master Data Management – Data Quality as a Service
- Big Data (all pipeline phases)
- Education and Training

Our strong, data centric consultants are also acclaimed database, high availability, security, and SQL authors of bestselling books such as “SQL Server Unleashed”, “Sybase SQL Server Unleashed”, “SQL Server High Availability”, “Cryptography in the Database”, and “ADO.Net in 24 Hours”.



Frequent Speakers at Events – Our consultants frequently appear at major database related events around the world such as SQL Server User Groups, MDM Summit, Informatica World Conference, DAMA, DAUG, SQL Saturday's, Microsoft TechEd, Microsoft PASS, Oracle World, MIT CDO Symposium, and many others. We believe in getting the word out of how to build successful database solutions and thrive on sharing these techniques with the world.

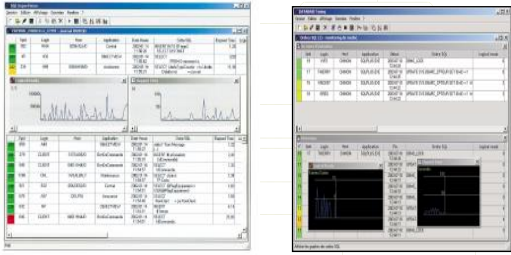
High Availability & Continuous Operation - Data by Design is rapidly expanding their high availability practice by offering short (often free) high availability assessment projects and full high availability implementation projects to move your critical operations to new levels of continuous operation. **Five-9's (99.999%)** are frequently attained in different configurations. Our expertise allows us to build very efficient High Availability architecture using technologies such as Clustering, Virtual

SQL Servers, AlwaysOn Availability Groups, Data Replication, and other techniques that best match your needs.

Plugging data quality as a service (DQAS) into Big Data - We have recently been delivering a radical extension to enterprise and big data systems that "plug" data quality and master data management capabilities into high volume and massive systems. This includes a brilliant new architecture approach that yields remarkable data quality gains for both traditional enterprise systems and big data systems alike. We offer a 2-day free assessment around DQAS that identifies most opportunities for raising the data quality of your data lakes and very large databases.

Performance & Tuning - We have some of the industry's leading experts in database performance and tuning and performance engineering. This covers Microsoft SQL Server, Sybase SQL Server, Oracle and DB2. As part of any P&T engagement, we follow a detailed performance and tuning methodology that has been developed over many years with pre-defined deliverables that will maximize the end result for the customer. Typical results range from 100% to 750% improvements in database throughputs and massive improvement in application response times. All of our P&T experts are certified in one or more database platforms.

Performance & Tuning Tools - We have also developed our own set of graphical performance and tuning tools for Sybase, Oracle and now Microsoft SQL Server. **SQL Shot** is enormously helpful in isolating and resolving even the most difficult performance and blocking/locking issues.



Data Architecture & Database Design

Our core skillset centers around data architecture and database design. This has included designing and delivering world-class database solutions for numerous fortune 1000 companies around the world. This includes Microsoft SQL Server, Sybase SQL Server, Oracle, DB2, Hadoop and others and deployed everything from OLTP databases to Decision support systems (Data warehouse, Business Intelligence, OLAP cube technologies). This very often includes using advanced techniques such as data replication, clustering and database mirroring.

Database Security and Encryption

Data by Design also offers a wide variety of services in the information security space. Our analysis generally starts with the information you want to secure, and then we work outward examining security and controls at each level of your infrastructure. We pride ourselves on a practical, results-oriented approach to threats and risks.

Current and Past Customers:

Intel Corporation, Cisco Systems, Charles Schwab, Aplia, Pearson, Veritas, Wells Fargo, Apple Computers, Advanced Micro Devices, Chevron, Federal Express, Merrill Lynch, Veritas, Symantec, Pacific Gas & Electricity, Sony, Toshiba, and many others.

Key partners

Master Data Management



Application Development



Contacting us:

Data by Design



“Architecting for the Future”

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and

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