

# Welcome to Greenplum Day!

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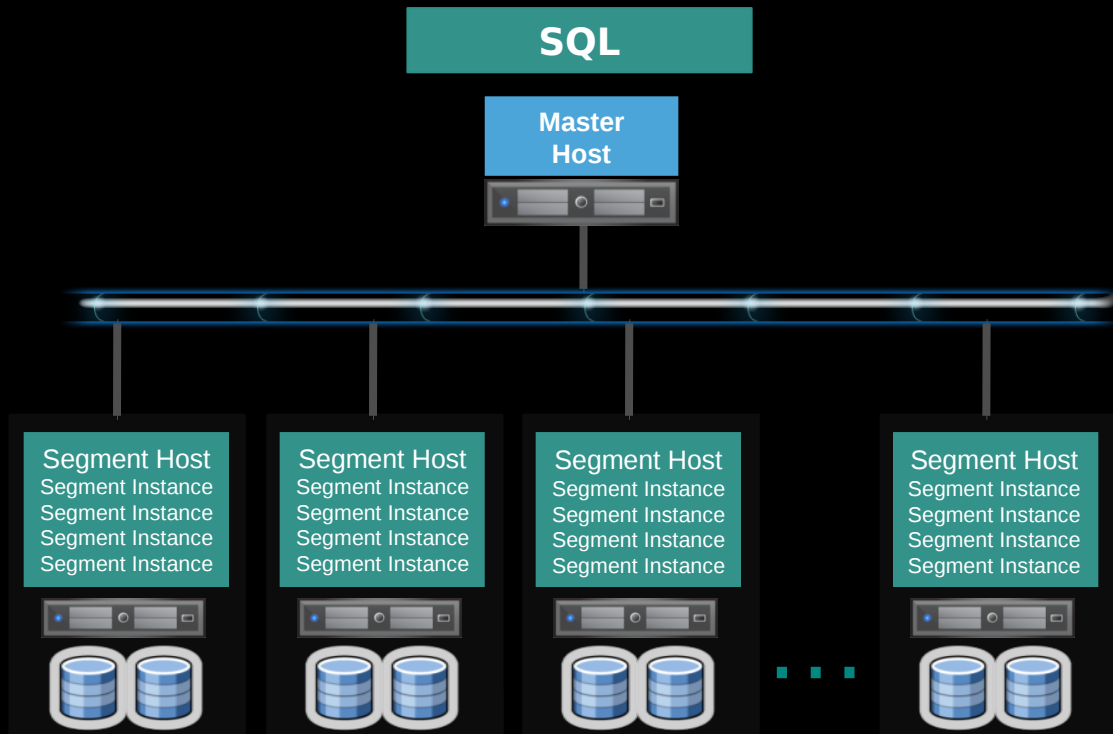
The First Open Source MPP Data Warehouse:

# Greenplum Database

# MPP Shared Nothing Architecture

Flexible framework for processing large datasets

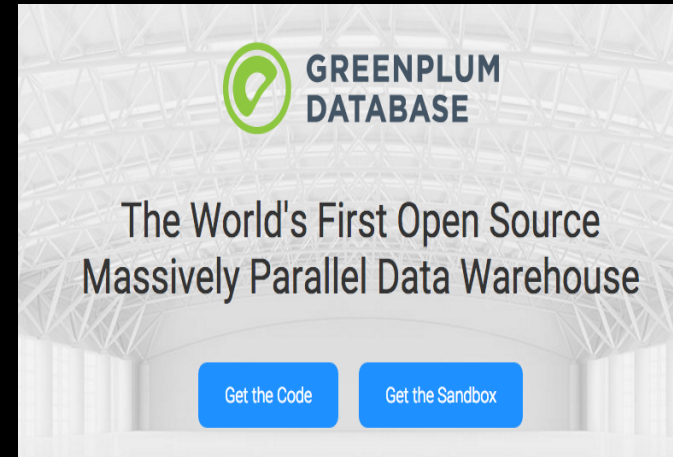
- Master Host + Standby Master Host  
Master coordinates work with Segment Hosts
- Segment Host with one or more Segment Instances
- Segments (Postgres Instances) process queries in parallel
- Segment Hosts have their own CPU, disk and memory (shared nothing)
- High speed interconnect for continuous pipelining of data processing





# Greenplum Open Source

- An ambitious project
  - 10 years in the making
  - Investment of hundred of millions of dollars
  - Potential to define a new market and disrupt traditional EDW vendors
- Community Greenplum Database
  - <https://www.greenplum.org>
  - Github code
  - mailing lists / community engagement
  - Global project w/ external contributors
- Pivotal Greenplum
  - Enterprise software distribution & release management
  - Pivotal expertise
  - 24-7 global support
  - Command Center, Workload Manager, More Add-Ons



## Greenplum users mailing list

[Read](#) · [Subscribe](#) · [Post](#) · [Unsubscribe](#)

Mailing list for Greenplum user community.

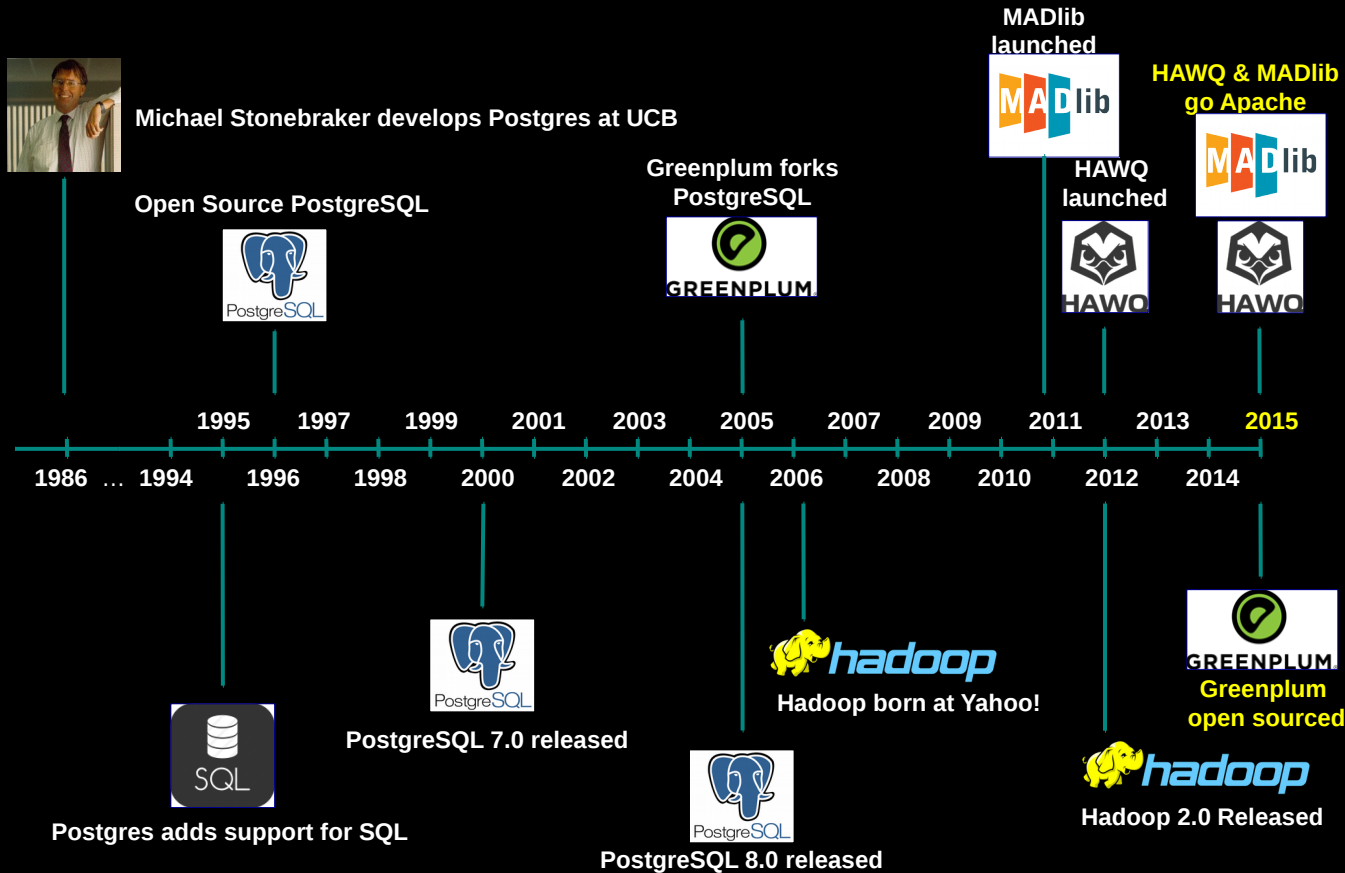
## Greenplum dev mailing list

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Mailing list for Greenplum developers community.



# Greenplum Database journey to Open Source



# Pivotal

Founded in April **2013**

**2000+** employees

Funded by **Dell/EMC, GE, Ford, Microsoft**

HQ in Palo Alto & San Francisco

Part of **Dell EMC Technology**

**Hundreds of millions in revenue (growing 50% YOY)**

**Hundreds of enterprise customers**

**2013**

Accelerated the digital transformation of the world's largest companies with a modern software development methodology and modern cloud platform

**FOUNDED**

**Pivotal.**



Paul Maritz



Rob Mee



Scott Yara



Bill Cook

# A quick sample of our customers

## UK&I



## France, Spain & Italy



## DACH/NL



## MEA/Russia





Pivotal's mission is to transform  
how the world builds software

A man in a light blue shirt is standing and writing on a whiteboard. The whiteboard has several sketches and text. At the top, there are three circles, each containing a sketch of a mobile device. Below them are the percentages 40%, 42%, and 18%. To the left of these percentages, there are more sketches of mobile devices and some text. The background is a brick wall. In the foreground, there is a large potted plant and a man sitting at a desk, looking at a laptop. The overall scene is dimly lit, with a blue tint.

# 75%

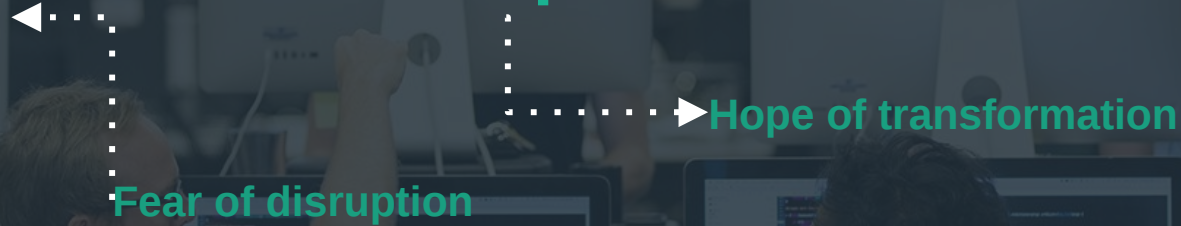
of application development supporting digital  
business will be built not bought by 2020


Source: Gartner

Pivotal



# Drivers of digital transformation are **fear** and **hope**






“Silicon Valley is coming...and  
they all want to eat our lunch.”

- Jamie Dimon

CEO, JPMorgan Chase

Source: JPMorgan Chase Annual Shareholder Letter (2015)

Pivotal

A background image of Jeff Immelt, CEO of General Electric, speaking. He is an older man with white hair, wearing a dark suit jacket over a light blue shirt. He is gesturing with his hands while speaking. The image is semi-transparent, allowing the text to be overlaid.

“If you went to bed last night as an industrial company, you’re going to wake up in the morning as a software and analytics company.”

- Jeff Immelt

CEO, General Electric

Source: User Summit (2014)

Pivotal



# Pivotal helps turn traditional enterprises into...



Hundreds of  
thousands of “trip”  
events each day



400+ billion of  
viewing-related  
events per day



Five billion  
training data  
points for Price  
Tip feature

# Virtuous cycle: Apps, Data, Analytics.



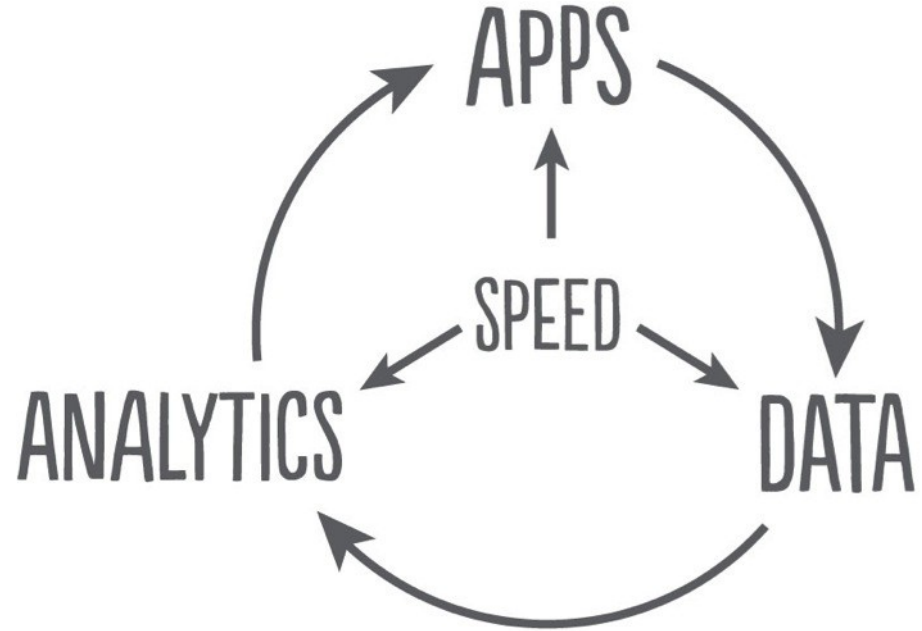
*Apps power businesses, and those apps generate data*



*Analytic insights from that data drive new app functionality, which in-turn drives new data*



*The faster you can move around that cycle, the faster you learn, innovate & pull away from the competition*



## TRANSFORMING INTO A MODERN SOFTWARE COMPANY

Building high-quality software at start-up speed requires modern software methodologies, cloud platform, and data tools

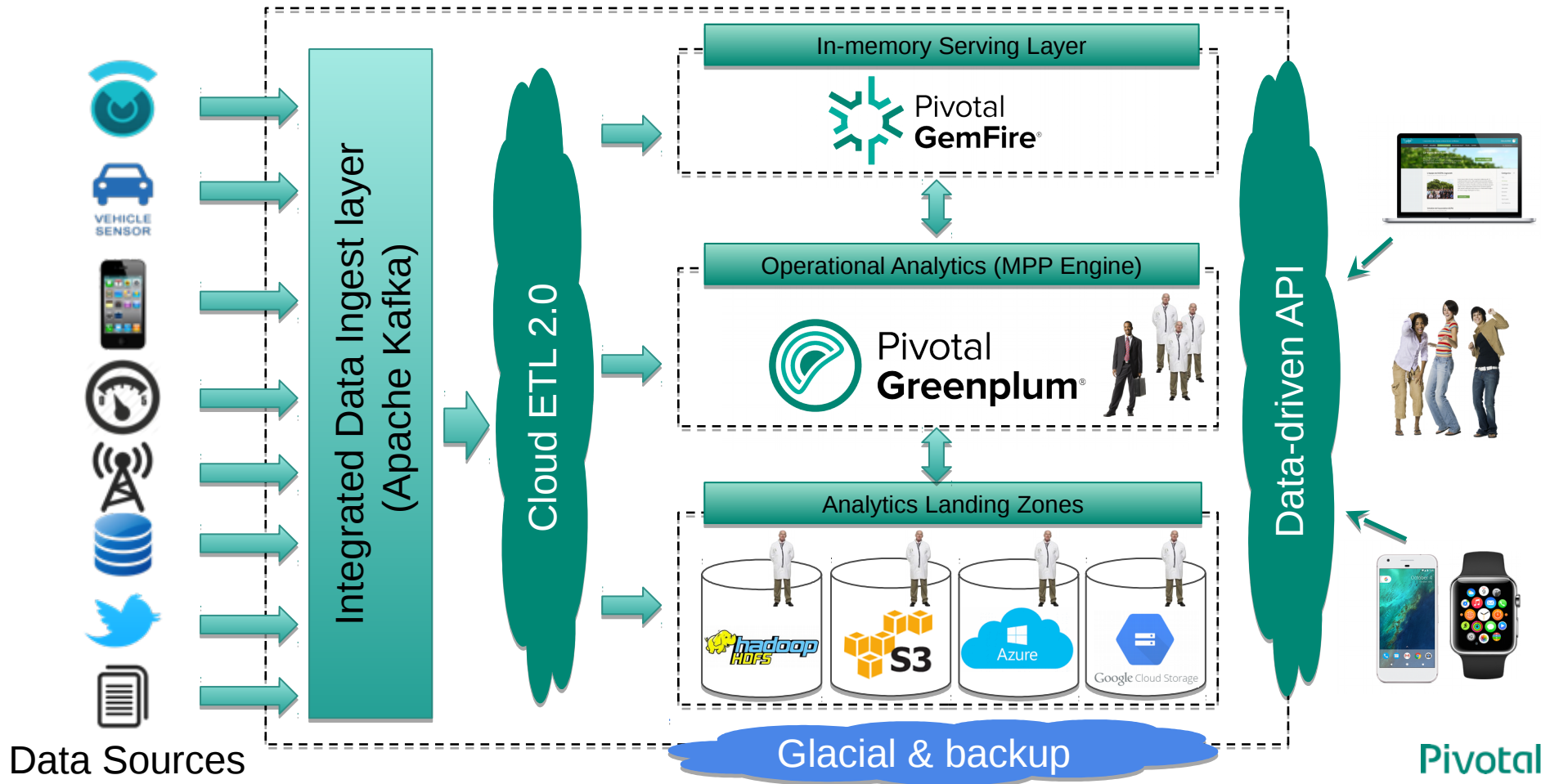
**Modern Cloud Native Platform**

**Modern Software Methodology**

**Modern Data Platform**

Pivotal

# OpenLDW: Functional Architecture



A dark, atmospheric photograph of the Golden Gate Bridge in San Francisco, viewed from a low angle on a hillside. The bridge's iconic red-orange towers and suspension cables are silhouetted against a hazy, grey sky. The foreground shows a steep, rocky slope with sparse vegetation.

Help us build the future of  
**BUSINESS**

Pivotal