## **Database Management Systems: Trends and Directions**

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## **Abstract**

Business Analytics, Big Data, Systems of Engagement, IoT and Cloud delivery model create new requirements that profoundly affect database management systems technology. Columnar orientation, in-memory databases, no-SQL stores, Spark and Hadoop integration are the trends that have already proven their values in some of the most challenging application workloads. Hybrid systems promise converging of transactional and analytical processing and enable new way of driving insight from data, fueling new or significantly enhanced business models. At the same time, traditional, relational database management systems are still in foundations of a large majority of mission critical, core business applications. Where do traditional DBMS offerings fit within these new technology trends and business requirements? What is database providers' strategy to remain relevant under the new conditions? These questions will be addressed in this keynote presentation which will discuss bringing together all data in all paradigms (transactional, analytical, unstructured, etc.) with the goal of "making data simple" to consume.

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