

illuminate Solutions takes its correlation database and toolset to the US

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Sector: Enterprise Software

Event summary

- illuminate will start selling its wares in the US in mid-April. It's also offering to build a warehouse from up to 10 Teradata, Netezza, HP Neoview or other large warehouses using the same sources that feed each existing warehouse at no extra cost.
- A new tool for automatic pattern recognition, a migration of its iCorrelate client/server exploration tool to Microsoft.NET and Web 2.0, 64-bit support and a Linux port of its database are in the cards, as is another funding round by year-end.
- As it heads into the US, management expects to see competition from the data-warehouse appliance crowd, Teradata and Neoview. So far it says it has mainly seen Oracle, IBM DB2, Microsoft SQL Server and some business intelligence (BI) vendors in deals.

The 451 take

Cracking the all-important North American market is clearly crucial to illuminate's future success. Numerous initiatives, including the free proof of concept (POC) and plans to establish a US alliance program and ramp up its channel partner network in this geography later in the year, demonstrate that it has a strategy in place to do that. POCs may be pretty standard in data warehousing – and other areas too – but we feel illuminate's POC is a good idea since the company is a little-known startup trying to demonstrate a new technical approach to many old problems in a highly competitive sector. Product developments on the roadmap should also broaden its appeal, while a fresh cash injection will give it additional financial clout for execution purposes.

Details

illuminate Solutions' free POC accompanying its US launch is all about proving its correlation database has an edge over rivals. It uses value-based storage, which stores each value in a record once so the database has a small footprint and correlation techniques to automatically create a data-driven schema from raw data during loading. The POC therefore aims to show that a warehouse can be built swiftly without pre-design and can occupy a smaller footprint than the customer's existing one.

The startup is making major investments in the US and expects 30% of sales from the US, 40-45% from Europe and the rest from Latin America by year-end. Although it has enough funding right

now, the game plan is to close another funding round by the end of 2008, having raised \$4.5m in series A funding in late 2006 from **Adara Venture Partners**. It currently has 33 customers in Europe and four in the Americas.

Its query tool called iCorrelate (ne Explorer) that specializes in ad hoc and unpredictable queries, its business user-focused reporting and dashboard tool now called iAnalyze, and the iMap visual geographic query mapping tool were previously integrated but are now licensed as one tool suite. iCorrelate on a .NET and Web 2.0 architecture will be available in Q2, while a 64-bit version of the database is imminent with a Linux port ready in Q4. The automatic pattern recognition tool will appear in Q3.

Competitive landscape

illuminate is pitching its wares as an enterprise data warehouse, not just a project-based warehouse – something it plans to demonstrate to customers in the POC. It therefore views **Teradata** and **HP Neoview** as rivals, in addition to vendors touting columnar-based warehouses, including **Vertica Systems, Sybase IQ, Infobright and Paracel**, and data-warehouse appliance players, including **Netezza, Datallegro, Dataupia** and **Greenplum**. UK data-warehousing player, **Kognitio**, has also recently entered the US.

But competition to date, where it has operated mainly in Latin America and Europe – even though its database software and tools have been available in the US – hasn't really come from the above players. In Spain, for example, it has competed with vendors with BI tools including **Business Objects**, now part of **SAP**, and **Cognos**, now part of **IBM** – the reason it positions itself as a correlation-based database player with a front-end tools suite. That said, the database engine can also be used with a number of third-party BI tools, but iCorrelate, for example, is designed to exploit the value-based nature of the database.

IBM and **Oracle** have also so far been seen as incumbents, and we don't expect that situation to change. Similarly SQL Server has hitherto been the incumbent in midmarket deals and we anticipate that situation to remain given **Microsoft's** dominance among SMEs.

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