

Cover Your Assets

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Conventional database systems store and fetch simple data, and the market for simple data management is saturated. New database systems must be able to store and fetch very complicated data, or *assets*. Assets differ from conventional RDBMS data in several ways: they have much richer structure, are related to other complicated assets, and are often the real intellectual property of the company that uses them. Asset management presents huge new challenges, and huge new opportunities, that almost no one in the commercial space is addressing. In this talk, I will present Illustra's approach to asset management.

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