

# SQL Server 2016: Everything built-in

Industry leader in mission critical OLTP

**built-in**

Most secure database

**built-in**

Highest performing data warehouse

**built-in**

End-to-end mobile BI on any device

**built-in**

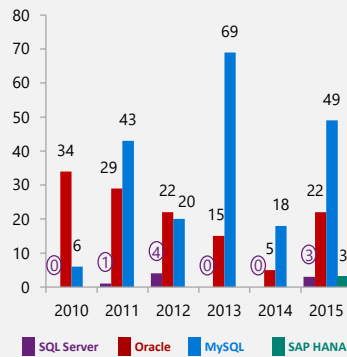
In-database Advanced Analytics

**built-in**

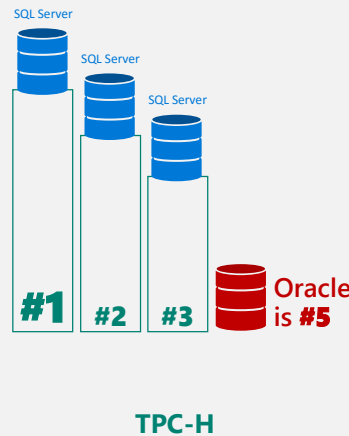
## Industry leader



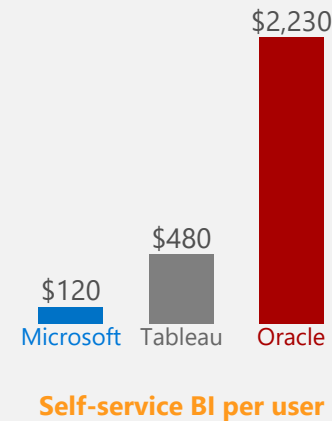
## 6 years in a row least vulnerable



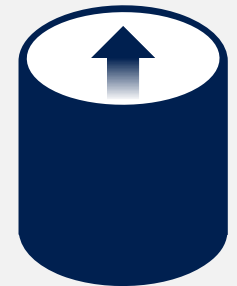
## #1 performance



## A fraction of the cost



## R + in-memory



at massive scale

In-memory across all workloads

**Consistent experience** from on-premises to cloud



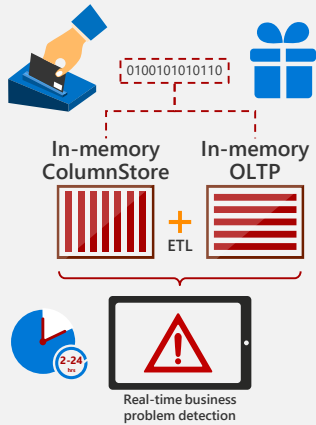
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National Institute of Standards and Technology Comprehensive Vulnerability Database update 10/2015

TPC-H non-clustered results as of 04/06/15, 5/04/15, 4/15/14 and 11/25/13, respectively. [http://www.tpc.org/tpch/results/tpch\\_perf\\_results.asp?resulttype=noncluster](http://www.tpc.org/tpch/results/tpch_perf_results.asp?resulttype=noncluster)

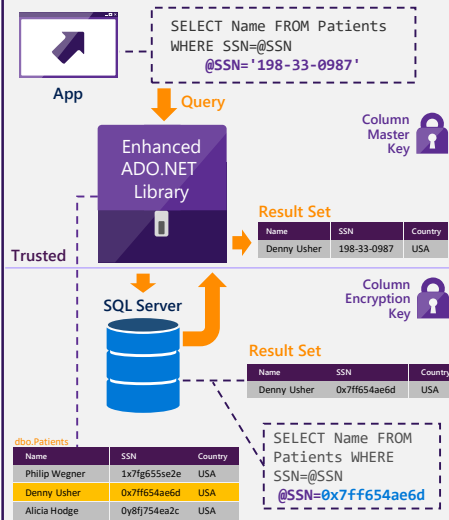


## Real-time operational analytics



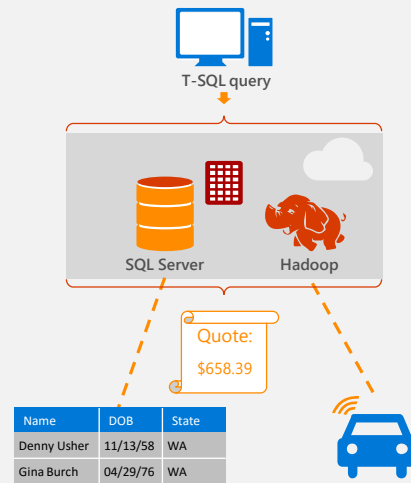
- Up to **30x** faster transactions with in-memory OLTP
- Queries from **minutes to seconds**

## Always Encrypted



- Protect data **at rest and in motion**
- **Without impacting** database performance

## PolyBase



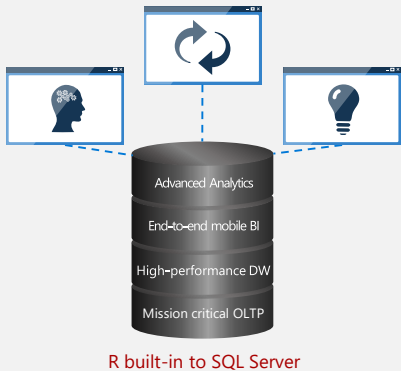
- Manage structured & unstructured data
- **Simple T-SQL** to query Hadoop (HDFS)
- **JSON support**

## End-to-end mobile BI



- **In-memory** built-in
- **Real-time** with direct query capabilities
- **Powerful modeling** with 250+ built-in analytical functions
- **Mobile reports** with online & offline access
- **Modern data visualizations** with Reporting Services or Power BI

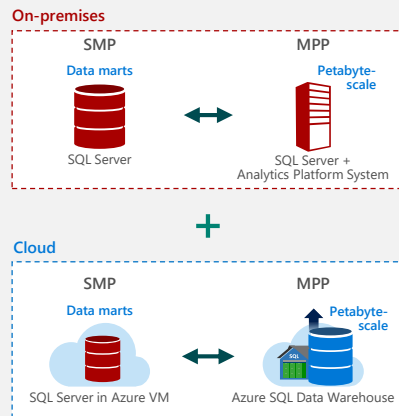
## In-database Advanced Analytics



R built-in to SQL Server

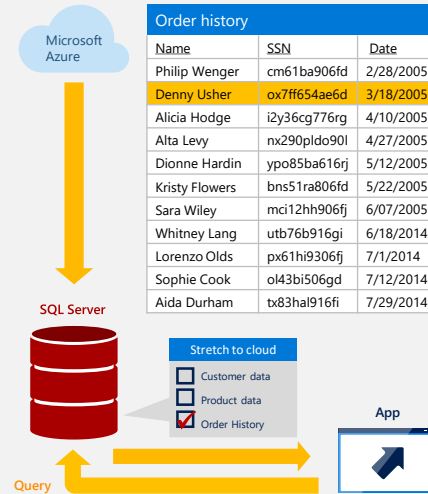
- **R built-in** to your T-SQL
- **Real-time operational analytics** without moving the data
- **Open source R with in-memory & massive scale** – multi-threading and massive parallel processing

## Highest performing data warehouse



- **Scale to MPP** on-premises & in the cloud
- **Simple T-SQL** to manage structured and unstructured data
- **½ the cost** of Oracle Exadata

## Stretch database



- **Data is encrypted & queryable**
- **Save money & improve** customer experience
- **No application changes**

Learn more!

[www.microsoft.com/SQLServer2016](http://www.microsoft.com/SQLServer2016)