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ZL unveils ZL NoSQL DB

June 26, 2015 | By [Pam Baker](#)

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ZL unveiled today its ZL NoSQL DB, an analytics persistence engine. It's designed to simultaneously handle billions of rows and thousands of columns of disparate data. The company says that out-of-box support includes multi-valued columns (string Array and Map) as well as standard String, Integer, Long, Boolean, Float, Double, and Date data types. To improve storage efficiency, two additional data types are also supported: Dictionary String and Dictionary.

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"The architectural challenges of analyzing multi-terabyte volumes of unstructured data – like email, IM, and social media content – are immense, especially with the enterprise requesting in-line data processing without re-analysis of data," said Dr. Arvind Srinivasan, CTO of ZL Technologies in the announcement to the press.

"ZL NoSQL DB was engineered to specifically accommodate the volume and variety seen with today's information, providing the enormous flexibility, scalability, and adaptability that are critical to the success and ROI of long-term analytics initiatives."

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Sample use cases the company cited in the announcement are:

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1. **Log analytics:** Transactional logs are streamed in real time and merged in a central location using ZL NoSQL DB. IT administrators can search across many log files from a single user interface that "can proactively help in identifying issues before they happen."
2. **Communications analytics:** Unstructured data generated from human-to-human communication can be analyzed in concert, through the leveraging of in-line processing.
3. **Query acceleration:** Database query latency grows problematic with scale. To overcome this problem, ZL NoSQL DB uses a built-in graph to minimize lag. It also "has the capacity to store very large-scale graphs, and can filter based on granular criteria."
4. **Network analysis:** The product enables Social Network Analysis (SNA) on emails and other forms of human-generated content, so that the business can "better understand who knows whom, who knows what, where there are bottlenecks, and how information flows through the organization."

Included in the disparate data mix is the all-important, unstructured data, which has been the bane of analysis for years. These days both the tools and the professionals have improved considerably in this area. Even so, more improvement is needed.

However, most organizations still haven't reached the point where they return data analysis to consumers and business users for personal rather than business oriented value. In other words, the flow of data analysis is still primarily one way – to the business and for the business.

But the rise of what Gartner calls "information citizens" is already happening, and businesses will soon have to increasingly supply information and analysis to these information citizens both inside and outside the company.

"An information strategy is a broad topic, but defining how organizations use and manage information affects all aspects of IT and business management and transformation," said Joao Tapadinhas, research director at Gartner, in a [press release](#). "The majority of today's information strategies are not addressing the needs of 'information citizens,' a growing class of casual information consumers seeking ease of access and use of information as a top priority."

Big data, you see, is no longer the sole province of big businesses and governments. To remain competitive, organizations will have to broaden their scope in analytics accordingly and strategize ways to both monetize and barter the information.

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The ability to correctly and swiftly analyze disparate data is now a much higher stakes game.

For more:

- see the [Gartner press release](#)

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