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JETBRAINS THE DRIVE TO DEVELOP





SQL Database From A Developer's Perspective

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Objectives?



The Big Family

Consistent experience is everything



SQL Server



SQL Server in Azure VM



Azure SQL
Database



Analytics Platform System



Azure SQL Data Warehouse

Common tools

Dev ops tools

Management tools

Identity

Virtualization

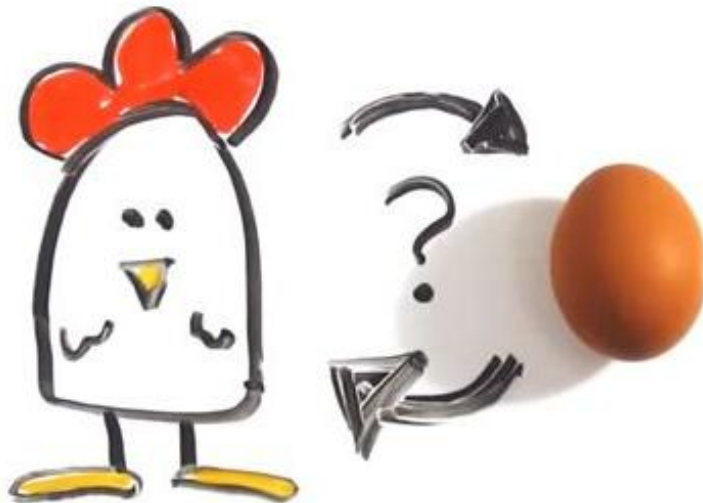
Single-vendor support

➔ **Common tools** for development and management

➔ **Common T-SQL** surface area

➔ **Simple** cloud migration

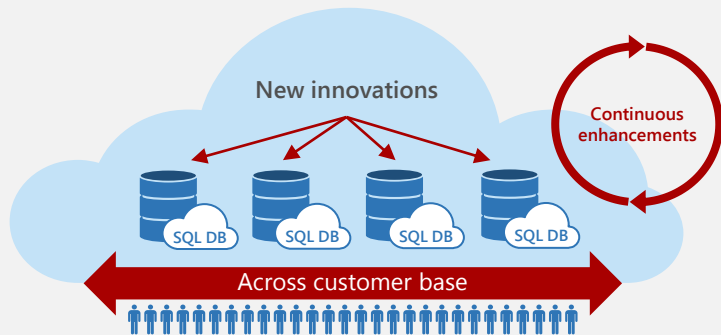
THE CHICKEN -OR- THE CHICKEN EGG



The theory on which came first

Continuous Innovation

Cloud-First Approach



Speed



Proven



Agility



Feedback

SQL Server 2016

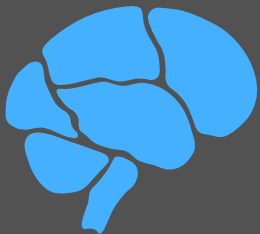


The best
SQL Server
release in
history

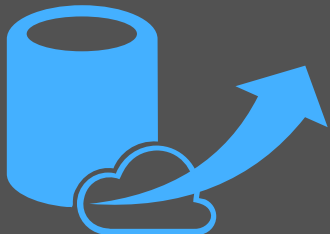
Azure SQL Database

Azure SQL Database

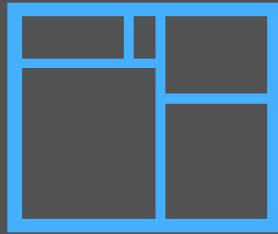
Learns
& adapts



Scales
on the fly



Efficient for
SaaS
developers



Works in your
environment



Secures and
protects



Learns & Adapts With Your App

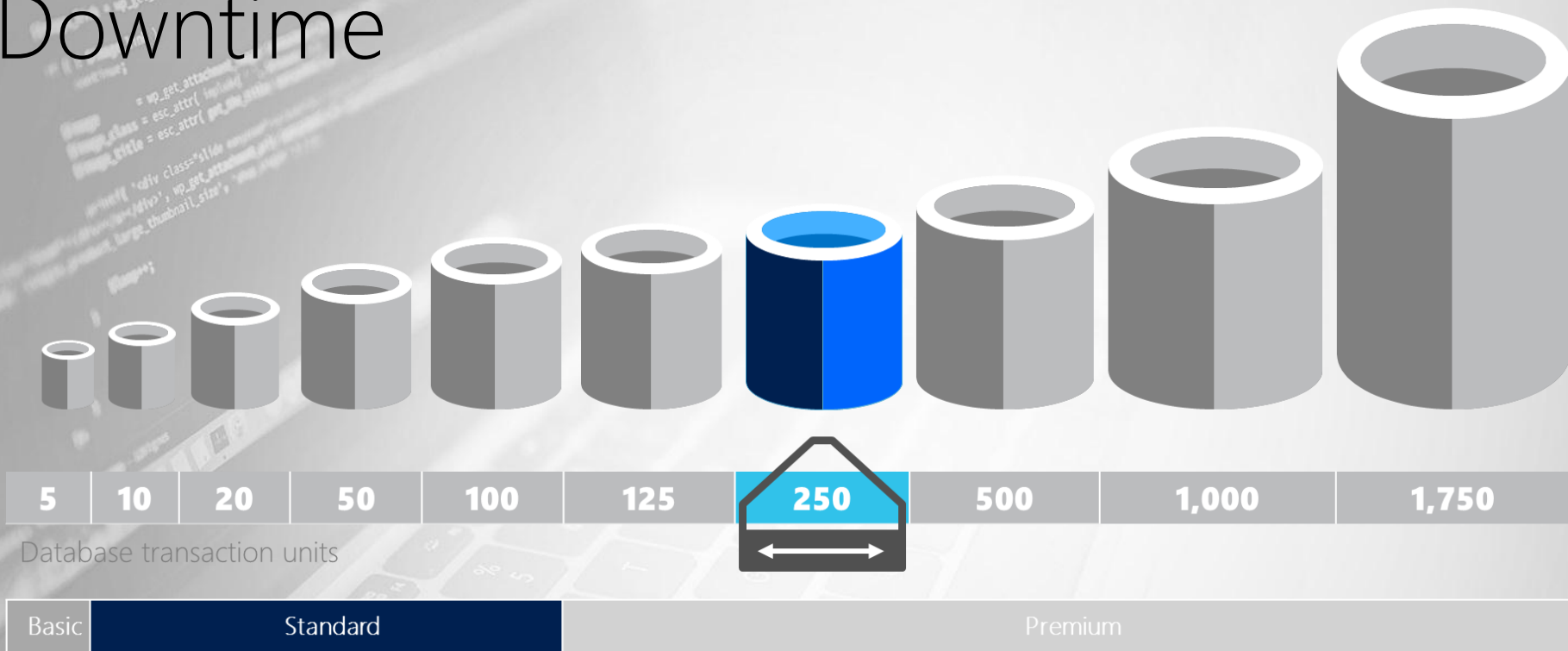
- Anomaly detection
- Performance insight
- Index advisor
- Actionable recommendations

A photograph of three scientists in a laboratory. A woman on the left is looking through a microscope. A woman in the middle is holding a round-bottom flask containing a blue liquid. A man on the right is wearing safety glasses and looking at something off-camera. The scene is brightly lit and professional.

DEMO

Index Advisor and Performance Insights

Scales On The Fly With No Downtime



Efficient for SaaS Developers



- Gain automatic management and administration of compute and storage across an unlimited number of databases
- Cap your spending, maximize utilization, and effectively scale multitenant apps
- Gain customer isolation

Works In Your Environment

- Works with the popular languages
- Works with in popular platforms
- Improve productivity with management portal and REST APIs
- Familiar with SQL Server and Visual Studio

Protect And Secure Your App's Data

- High availability, data protection & business continuity
- Industry specific regulatory compliances support
- Access control for users
- Protection at rest, in motion, and in use
- Auditing & Threat Detection for forensic analysis



DEMO

Security Demo

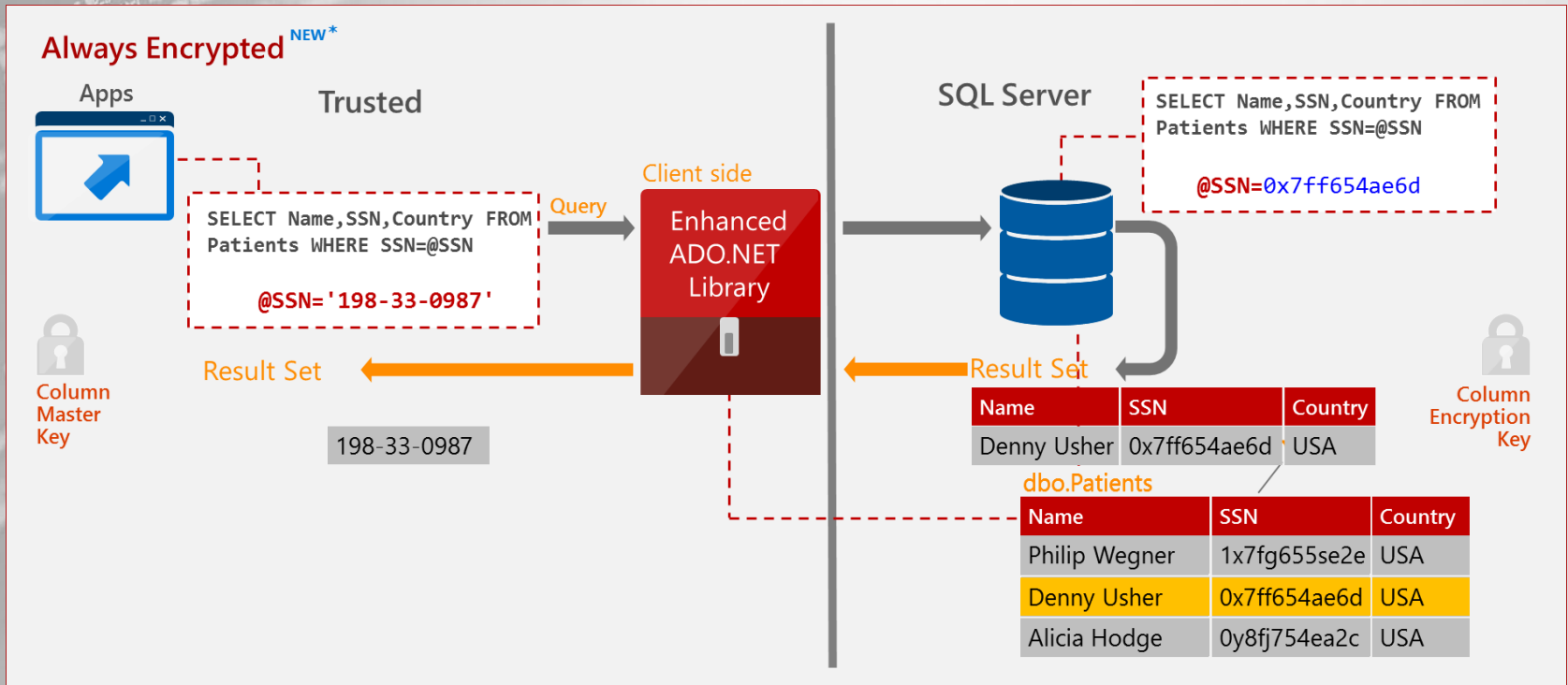
What Just Happened?

- **Dynamic Data Masking** masks attributes based on a given pattern
 - Centralized
 - Customizable
 - User-bound

What Just Happened? (cont'd)

- **Row-Level Security** keeps multi-tenant databases secure by limiting access by other users who share the same tables
- Works at query time → no app change req.
- Centralized logic → logic inside DB and schema-bound to the table

Always Encrypted





DEMO

Always Encrypted

Performance Enhancements

- By default, in the cloud (SQL Database)
- Requires upgrades and updates and new licenses for on-prem.
- **1000%** faster — PROS
- **2.5X** faster — KPMG
- **700%** faster — Global ERP system
- **190%** faster — Tableau



DEMO

In-Memory OLTP

Q & A



That's all Folks!

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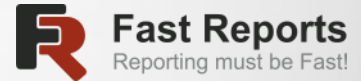
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