



Four reasons to run your data on Microsoft SQL Server 2016

Most secure database solution—six years running*

Superior processing performance improvements

Advanced analytics and visualization built-in

Hybrid cloud storage and reporting reduce costs

1 SECURE YOUR DATA—SECURE YOUR BUSINESS

Threats to data security mean threats to your ability to keep your business operating smoothly. Compromises to your database can be costly, not just in remediation but in lost business and market confidence. SQL Server 2016 has been independently ranked as the least vulnerable database platform year over year for six consecutive years.

- **Persistent security** means your data is protected at rest, in motion, and during processing—continuous data encryption never exposes keys to the database engine or to a hostile attack.
- **New policy controls** enable you to lock down sensitive data to only users qualified to see and use it.
- **Row-level granular control** is available only to users with clearance consistent with your security policies.
- **Tracking of all data changes** is available without custom code by using the Temporal Database feature.

2 HIGH PERFORMANCE DELIVERS BETTER RESULTS

Highly competitive companies simply can't afford to keep people waiting—not customers, not employees, and not decision-makers who depend on real-time reporting and analytics to stay ahead of the competition.

- **Realize performance increases** of up to 30x in transaction processing out of the box, and 100x faster queries with enhancements to In-Memory processing.
- **Highly available data** is assured with enhanced load balancing of readable secondaries in AlwaysOn availability groups.
- **Query plans are monitored** to record performance and help diagnose problems to optimize reporting speed.

3

QUESTIONS ARE EVERYWHERE— INSIGHTS ARE CRUCIAL

Regardless of the data sources, gaining insights from your business intelligence and analytics are easier than ever—with built-in analytics tools. No more custom application development is necessary, and no delayed decision-making while waiting to extract information from your data.

- **Polybase built-in** enables ad hoc query of data stored in Hadoop or Azure Blob storage using T-SQL statements.
- **T-SQL and R** running in a unified platform provide a valuable toolset for your current staff and data scientists.
- **Raw data produces rich visualization** in desktop or mobile environments using familiar Power BI analysis.

4

HYBRID HYPERSCALE CONTAINS COSTS

Ever-growing databases can represent increased storage costs. A scaled storage strategy can reduce costs for “cold” data that remains important to the enterprise, but is put to work for queries less often than active, mission-critical data. SQL Server 2016 retains availability of queries regardless of storage location without complex database management.

- **Cost-effective availability:** By stretching cold data from a Cogeco Peer 1 hosted database to Microsoft Azure, your data is always available to your business applications.
- **Simple access:** No changes in reporting or application rewrites are necessary—access SQL Server 2016 data as easily as if it were on-premises.
- **Always moving—always secure:** SQL Server 2016 delivers encryption of data during processing and in motion with features like Always Encrypted and Row-Level Security.

Cogeco Peer 1

Serious businesses deserve superior support

Top businesses and municipal organizations rely on Cogeco Peer 1 for managed hosting and database services. It is our people that make the difference, with SQL Server experts on hand around the clock and all year long. Managed services include:

- **Managed Backup service:** To mitigate risks of hardware failure Cogeco Peer 1 uses Tivoli, an enterprise-grade solution to copy your data to our disc-based backup environments.
- **Managed database clustering:** Minimize scheduled and unscheduled downtime with our managed, full-time monitored clustering technology. Solutions can include auto-failover between servers to maintain continuity in critical business functions.
- **Database administration (DBA) plans:** Troubleshoot and optimize your database to deliver the highest possible performance, configure for in-memory and clustered architecture, deliver outstanding OLTP. Reduce operating costs as you rely on our certified DBAs who work full time on security, risk management, and optimization strategies.

- **Advanced monitoring tools:** In addition to our team’s oversight of system health, customers have visibility into their infrastructure, create custom alerts, and use graphic visualization system performance. Monitoring features specific to SQL Server help our joint teams plan for future growth and warehousing requirements in advance.

From database design to migration from legacy database platforms to optimization of reporting and transaction performance, we keep your data-driven applications and business intelligence running—so you can focus on running your business.

With 17 datacenters, extensive FastFiber Network™, and more than 50 points-of-presence in North America and Europe combined, Cogeco Peer 1 is a trusted partner to businesses small, midsize, and large, providing the ability to access, move, manage, and store mission-critical data worldwide, backed by superior customer support.

About Cogeco Peer 1

Cogeco Peer 1 is a wholly owned subsidiary of Cogeco Cable Inc. (TSX:CCA) and a global provider of essential business-to-business products and services, such as data transport, colocation, cloud and managed services, and dedicated hosting.

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