



## FOR IMMEDIATE RELEASE

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### **Graph Databases are a Hot Topic at the NoSQL Now! Conference this Year**

*Attendees will hear from the industry's leading developers on how to use the advanced analytical power of graph databases.*

Los Angeles, CA (July 11, 2012) – DATAVERSITY™ today announced its extensive agenda for its Graph Databases sessions taking place August 21 – 23 at the San Jose Convention Center during the 2012 NoSQL Now! Conference and Expo.

Graph databases are HOT! They're a key NoSQL technology enabling a new class of analytical capabilities which simply hasn't been available before with conventional database technologies. For example, graphs can answer questions like:

- How will your supply chain be affected by a flood in China?
- How does a particular financial product impact your portfolio risk?
- What personal relationships exist between government contractors and local politicians?

At **NoSQL Now!** Attendees will learn how graphs can be used to track the complex relationships between people, organizations and events while providing new answers and insights.

This year's featured Graph sessions will include:

- [Keynote Presentation on Creating Powerful New Applications with Graphs](#), Emil Elfrem, CEO of Neo Technology
- [Tutorial: Introduction to Graph Databases](#), led by the technical team from InfiniteGraph.
- [Intro to Graph Databases 101](#), Andreas Kollegger, Director of Media and Community for Neo Technology
- [Transform Big Data into Actionable Intelligence with Graphs](#), Leon Guzenda, Founder of Objectivity, Inc.
- [Use Graph Databases to Analyze Relationships, Risks, and Business Opportunities – A Case Study](#), Jans Aasman, CEO of Franz, Inc.

- [High Performance Graph Database Using Cache, Cloud, and Standards](#), Bryan Thompson, Chief Scientist of SYSTAP, LLC
- [Lunch 'N Learn with Neo4j](#), a hands-on mini-workshop from the development team at Neo4j.

NoSQL Now! is an educational conference that explains the diversity of NoSQL technologies, how these technologies address various business needs, and offers an objective evaluation processes to match the right NoSQL solutions with the right business challenge.

NoSQL Now! is the preferred industry platform for developers to announce product launches and breaking news. Leading vendors will demonstrate dozens of innovations. This year's sponsors include leading graph vendors like Neo Technology (creators of Neo4j) and Objectivity, the company behind InfiniteGraph. Additional NoSQL and high-performance database companies who will be exhibiting include 10gen, Couchbase, Versant, VoltDB, DataStax, Amazon, Versant and Cloudbant. For more information on sponsorship or opportunities to promote your products and services, please contact Tony Shaw at [tony@dataversity.net](mailto:tony@dataversity.net).

To register for the conference, request a press pass, or to view the program schedule visit: <http://nosql2012.dataversity.net/>

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#### **About NoSQL Now!:**

NoSQL Now! is an educational conference and exhibit focused on the emerging field of NoSQL technologies. NoSQL (Not Only SQL) refers to the new breed of databases that are not based on the traditional relational database model, including document stores, key value stores, columnar databases, XML databases and graph databases. The NoSQL Now! Conference is designed to educate developers, data managers and architects on how these new technologies work, the applications they are best suited for, and how to deploy them. The first NoSQL Now event in August 2011 attracted over 500 people, and the upcoming 2012 event is expected to draw almost 1000 attendees. Additional details are available at [www.NoSQLNow.com](http://www.NoSQLNow.com).

#### **About DATAVERSITY:**

DATAVERSITY™ provides resources for information technology (IT) professionals, executives and business managers to learn about the uses and management of data. Our worldwide community of practitioners, advisers and customers participates in, and benefits from, DATAVERSITY's educational conferences, discussions, articles, blogs, webinars, certification, news feeds and more. Members enjoy access to a deep knowledge base of presentations, research and training materials, plus discounts off many educational resources including webinars and conferences. For more information please visit: [www.Dataversity.net](http://www.Dataversity.net) or email [info@dataversity.com](mailto:info@dataversity.com).