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Industry Issues Effecting NoSQL in the Enterprise to be Highlighted at the NoSQL Now! 2012 Conference & Expo

Attendees will hear from industry influencers regarding strategies that are forming the NoSQL enterprise.

Los Angeles, CA (July 19, 2012) – DATAVERSITY™ today announced experienced enterprise information strategist, William McKnight, President of McKnight Consulting Group, will keynote this year's NoSQL Now! Conference & Expo at the San Jose Convention Center August 21 – 23.

McKnight will highlight a comprehensive agenda of sessions that will feature key topics related to NoSQL in the enterprise. During his informative general session, [*Putting NoSQL in its Place – in the Enterprise*](#), McKnight will discuss the path that NoSQL is on in terms of enterprise adoption, the obstacles and the way forward. Conference goers will learn where NoSQL adds value to an enterprise information strategy, how to get projects started, and getting IT motivated to adopt Big Data.

NoSQL Now! attendees will learn how to evaluate NoSQL enterprise business choices to find the right solutions they need to manage their big data and unstructured data. They will also be given the knowledge to help them examine and decide whether or not the NoSQL Database platforms are right for those solutions.

NoSQL Now! will include the following sessions for the NoSQL in the Enterprise space:

- **NoSQL 101**, Dan McCreary, Principal, Kelly-McCreary & Associates
- **Streamlining Hadoop for Enterprise Adoption**, Ryan Betts, Architect, VoltDB, Inc.
- **Benefits and Challenges of Using MongoDB in the Enterprise**, Jared Rosoff, Director of Customer Engagement, 10gen
- **Apache Cassandra: NoSQL Applications in the Enterprise Today**, Jonathan Ellis, CTO, DataStax
- **SQL and NoSQL – Bridging the gap**, David Rubin, Director of NoSQL Database Development, Oracle Corp

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 Platinum level 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 Cloudbase. For more information on sponsorship or opportunities to promote your products and services, please contact Tony Shaw at 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.

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 or email info@dataversity.com.