



According to former Forrester analyst, James Kobelius, the market for graph databases will boom in 2012 as companies everywhere adopt them for social media analytics.

We've been asking, "how big is your data?" The other question that goes unasked is "how smart is your data," or "how readily can you use connections between large numbers of individual data points to gain intelligence and advance your business?"

Neo4j, a graph database, helps by optimizing not only for the data points but the interrelationships between the data: both implicit and explicit. Graph databases are incredibly intuitive, much more so than their relational counterparts. This has a tremendous effect in accelerating not just productivity, but creativity, as your data can now be understood more fully by business analysts, developers, and everyone in between.

Neo4j is the world's leading graph database with the largest ecosystem of partners and tens of thousands of successful deployments worldwide.

Keynote: Create Powerful New Applications with Graphs

Neo4j Chief Executive Emil Eifrem describes the influence that graph technologies are having, particularly with the emergence of Big Data and social network analysis, and how their role will evolve in the future to address critical data analysis needs.