



At this year's NoSQL Now! Conference, [Versant](#)'s VP of Technology, Robert Greene, will be on stage Wednesday presenting during the Hadoop track. Robert's presentation will examine NoSQL's adoption problems that stem from a lack of standards-based programming techniques, and will describe how to use JPA to get around them and leverage the undeniable power of Hadoop's MapReduce. [Robert's presentation](#) will feature fascinating Big Data deployment examples from the utilities and energy management sectors showing how things like consumer energy demand response and AMI harvesting can be performed at high speed and scale using Hadoop and Java.

Have you ever wondered exactly how well [Versant JPA for NoSQL](#) and the [Versant Object Database \(VOD\)](#) perform compared to the competition? Well, we've seen the preliminary results for a set of new PolePosition performance benchmark tests, which we'll be unveiling at NoSQL Now!, and the answer is this: when reading, writing, querying, and processing complex data, like those in energy grids, security infrastructures, and communications networks, Versant's object-oriented data management solutions outperformed the competition, sometimes by more than 10-to-1. For all the details, stop by our expo booth, #113.