EidosMedia Utilizes Versant Object-Oriented Database - Relationship to CSCI 4707

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Who is EidosMedia?

- A global publishing software company
  - Develops content and knowledge management systems
  - Target clients are news and media organizations
- Best selling and only product is Méthode
  - Allows editorial content to be published simultaneously to multiple media types
    - Print, Web, Mobile, E-readers, and syndicated distribution
  - Is highly configurable and is based on XML, CSS, and SVG standards
  - Object-Oriented based as well as multi-tiered
  - Incorporates version 8.0 of a Versant Database Solution
    - Versant Object Database
Who is Versant?

- An American-based software company
  - Creates specialized NoSQL data management systems
  - Involved in many industries
    - Telecommunications, financial services, transportation, defense, and manufacturing

- Main products
  - Versant JPA, Versant Object Database, FastObjects, and db4o

EidosMedia utilizes Versant Object Database

- Used to handle unstructured and complex data
- Can add and modify data fields without having to completely modify database structure
- Using Relational Database would result in performance penalties
Object Databases

- **Object-Oriented Database Management System - OODBMS**
  - Information represented as objects, as in Object Oriented Programming
  - Combine DB capabilities with OOP capabilities
    - Typically integrated with programming language, allowing for consistency in models
    - Can use existing OOP languages or their own
  - Suitable for complex data
    - Many-Many relationships
  - Allows for small procedural changes via programming

- **Relational Databases**
  - Table oriented
  - Utilize SQL
  - Suitable for structured data
  - Suitable for simple data

- **Object-relational Databases**
  - Hybrid of relational and object databases
  - Data stored in DB and manipulated with query language, using OO model

![Diagram of database systems]

Four-Quadrant view of Database world
SQL1 vs SQL2 vs SQL 3

- **SQL1**
  - Original Query Language
  - Relational Database

- **SQL2**
  - Relational Database
  - Improved original SQL version
  - Created in 1992

- **SQL3**
  - Adds data definition and management functions from OO dbs while maintaining the relational DBms platform, enabling object-relational database management systems
  - Created in 1999

- **SQL:2003**
  - Enabled OO features for OO dbms

Questions?