

**PLANO, Texas July 29, 2014** – McKnight Consulting Group today announced that its president, William McKnight, will be presenting “In-Memory Architectures for Current Workloads and the Future of Processing” on August 21 at the NoSQL Now! Educational Conference in San Jose, CA.

“William McKnight has given incredibly inspirational and popular sessions and keynotes at the NoSQL Now! Conference over the years. We are big fans of William’s industry leadership driven by his extensive knowledge and experience. We consider him the foremost educator in the space. We are very fortunate and excited to have William back to talk about what is happening with in-memory computing” said Shannon Kempe, Executive Editor of DATAVERSITY, organizers of the event.

McKnight Consulting Group is focused on delivering information strategies and solutions in big data, data warehousing and master data management to companies ranging from the Global 2000 to smaller organizations. McKnight Consulting Group builds information management action plans, selects technologies, architects environments according to workloads and delivers solutions spanning SQL and NoSQL technology.

“I am delighted to be returning to one of my favorite events, the NoSQL Now! Conference, to share some of my insights on what is happening with in-memory computing for data storage. Memory is becoming the new disk. For cost of business (cost per megabyte retrieved per time measure), there is no comparison to other forms of data storage. The ability to achieve orders of magnitude improvement in transactional speed or value-added quality is a requirement for systems scaling to the future.” said William McKnight.

Register for NoSQL Now! at <http://nosql2014.dataversity.net>.

In addition, also on August 21, William will be leading a panel “Evaluating Your Graph Database Options”.

**About McKnight Consulting Group:**

McKnight Consulting Group helps organizations improve service levels to the business and advance analytical capabilities across the spectrum of information management. McKnight brings process, organizational and architectural focus to building strategies and implementing information management programs – data warehousing, big data/NoSQL, master data management, analytics, data quality – that have consistently, for many years, improved the productivity and performance for clients including

several global corporate giants. McKnight Consulting Group supplies the roadmap, the systems and the people to ensure information is your asset.

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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 ecosystem of scalable, high-performance technologies that are not based solely on the traditional relational database model. This includes document stores, key value stores, columnar databases, XML databases, in-memory processing, NewSQL technologies and graph databases. The NoSQL Now! Conference is designed to educate developers, managers and architects on how these new technologies work, the applications they are best suited for, and how to deploy them. The upcoming 2014 event is expected to draw more than 1000 attendees. Additional details are available at [www.NoSQLNow.com](http://www.NoSQLNow.com).