



DIGITAL MEDIA APPLICATIONS IN USE

Successful Digital Media Firms Drive Customer Acquisition and Retention with Fast, Comprehensive BI Analyses

Successful digital media firms understand the value of taking a holistic view of their audience—collecting, integrating and analyzing both online and offline long-term historical data in order to maximize targeting precision and deliver relevant content and advertising. Integrating web log (clickstream) and transactional data to understand customer behavior is critical to maximizing the value obtained from essential digital media solutions:

- Ad Targeting (search, display, email, direct mail)
- Website Optimization
- Yield Optimization
- Click-thru / View-thru Analysis
- Ad Sales Analysis and Inventory Forecasting
- Click Fraud Analysis
- SEM Keyword Portfolio Bid Price Optimization
- Network Usage Analysis

Running these complex analyses quickly is vital to increasing revenues and staying ahead of the competition. But even running basic year-over-year analyses of raw log files can take hours or days to process with traditional technology. Moving to more sophisticated, predictive analytics is not even an option for many businesses today.

Until now, performance and complexity have been a costly challenge...

Traditional approaches to analyzing terabytes of dynamic clickstream and transaction data are costly and time-consuming to administer and support, and are limited by the scalability and performance of the underlying database and processing engine on which queries are run. Many businesses don't have the multi-million dollar budgets to implement, upgrade and maintain the systems needed to store terabytes of historical data or to run these types of analyses. Consequently, they use an outdated and incomplete snapshot of their data to make critical decisions – threatening their competitive differentiation, revenue growth and profitability.

Not anymore.

Netezza data warehouse appliances deliver 10 to 100 times the performance for large, complex and constantly evolving BI efforts at half the cost of existing systems. The Netezza system powers in-depth, real-time analysis of all your data, enabling you to more effectively target advertising, adjust your web content to address customer behavior patterns, optimize pricing and manage your advertising inventory based on predicted demand, leading to increased revenues and lower costs.

Imagine the Possibilities

Analyze results in minutes or seconds, not days or hours, so you can:

- Increase revenues by delivering the right message to the right audience at the right time
- Run multiple iterations of analyses to quickly find and address problems, optimize ad campaigns and deliver personalized website content with maximum relevance
- Respond in real-time to changing audience behaviors

"The way we did a proof of concept with Netezza was, they shipped us a box, we put it into our data center and plugged into our network. Within 24 hours we were up and running. I'm not exaggerating, it was that easy."

Joseph Essas
Vice President of Technology
eHarmony

Key Features:

- Terascale data warehouse and analytic appliance — DBMS software, system hardware, high-speed storage
- Asymmetric Massively Parallel Processing™ (AMPP™) architecture - Best combination of SMP and MPP for terascale, complex query processing
- Patented Streaming Architecture - Query functions and management implemented in silicon, with data streaming at the disk level
- Integrated (appliance) package
- Industry-standard interfaces (SQL, ODBC, JDBC, OLE DB)
- Full compatibility with market-leading BI tools, applications and infrastructure
- Open platform for advanced algorithmic development

Key Benefits:

- **PERFORMANCE:** 10-100x the performance of existing data warehouse solutions
- **AFFORDABILITY:** Low acquisition and ongoing administration and maintenance costs
- **SIMPLICITY/EASE-OF-USE:** Appliance packaging and pre-tuning limit systems and database administration needs (less than one DBA for ongoing administration)
- **FAST TIME TO VALUE:** Installed and running analyses in a couple of days vs weeks or months
- **ITERATIVE, REAL-TIME ANALYTICS:** Ad hoc queries and complex analytics on TB of data
- **LINEAR SCALABILITY:** From less than 1 TB to hundreds of TB of user data
- **FLEXIBILITY / AGILITY:** Easy addition of modular processing units for scalability and reconfiguration
- **STRUCTURAL RELIABILITY:** Fully redundant; active data mirroring; fully ACID transaction management

Proven Results: 10-100x Performance for Half the Cost

With the Netezza data warehouse appliance, companies have realized orders of magnitude improvement in their query response times, transforming the way they do business.

Challenge: A very large digital media company was unable to quickly analyze customer visits and measure the success of its website. As its data grew exponentially with information gathered from millions of page views and large advertising and affiliate programs, this business was looking for a much faster alternative to its Red Brick/HP/EMC platform.

Result with the Netezza system: The Netezza system was delivered, installed on the customer network, loaded with 2TBs of data and configured with Ab Initio and Business Objects in just five days. Running load test queries against over 5.4 billion rows, the Netezza system ran these queries in a total of 21 minutes, versus 50 hours on the company's existing platform. The Netezza system also produced these dramatic results against 2.2 billion more detail rows than the existing production system. The Netezza system completed the total workload 143x (or 14,300%) faster than the highly tuned legacy system. This customer can now realize faster, more comprehensive and effective real-time analysis of its customers.

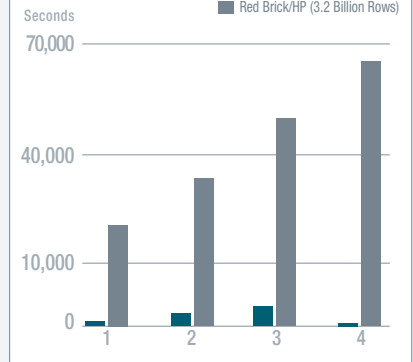
Transform Your Business with Netezza

Netezza appliances provide a database-server-storage configuration in a purpose-built system designed to perform complex queries against large volumes of stored data. Netezza data warehouse appliances are designed for blisteringly fast analysis 10-100 times faster than traditional solutions, with a lower TCO and greater ease of use. Netezza uses massively parallel processing and an architecture that puts processing right inside storage to provide a brute force solution that can deal with complex analytics against large data volumes. Netezza data warehouse appliances are installed quickly and easily, integrate with your preferred ETL and BI tools and can be largely left alone to get on with the job. . So instead of spending time making data warehouses run efficiently, Netezza users deploy purpose-built data warehouse appliances that solve business problems. (N)

Very Large Digital Media Company

Netezza handled 169% more data volume but was able to complete the total workload in 21 minutes vs. 50 hours — 143x faster!

Clickstream Analysis ■ Netezza (5.4 Billion Rows)
■ Red Brick/HP (3.2 Billion Rows)





Netezza Corporation

26 Forest Street, Marlborough, MA 01752

+1 508 382 8200 TEL

+1 508 382 8300 FAX

www.netezza.com

About Netezza

Netezza (NYSE: NZ) is the global leader in data warehouse and analytic appliances that dramatically simplify high-performance analytics across an extended enterprise. Netezza's technology enables organizations to process enormous amounts of captured data at exceptional speed, providing a significant competitive and operational advantage in today's data-intensive industries including digital media, energy, financial services, government, health and life sciences, retail and telecommunications. Netezza is headquartered in Marlborough, Massachusetts and has offices in Northern Virginia, Canada, the United Kingdom, Germany, France, Japan, Korea, Australia and Singapore.

For more information about Netezza, please visit www.netezza.com.