



## FEATURES AND BENEFITS

### KEY FEATURES

- Terascale 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, data streaming at the disk level
- Integrated (appliance) package
- Industry-standard interfaces
- 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 and analytic solutions
- **ITERATIVE, REAL-TIME ANALYTICS**  
Enabling ad hoc queries and complex analytics with terabytes of detailed data
- **AFFORDABILITY**  
Low acquisition and ongoing administration and maintenance costs
- **MANAGEABILITY / EASE-OF-USE**  
Appliance packaging and pre-tuning limit systems and database administration needs
- **LINEAR SCALABILITY**  
From a few hundred GB to hundreds of TB of user data
- **FLEXIBILITY / AGILITY**  
Easy addition of modular processing units for scalability and reconfiguration
- **STRUCTURAL RELIABILITY**  
Full mirroring and ACID transaction management
- **LOW POWER, COOLING & SPACE CONSUMPTION**  
High performance in a compact footprint

## Successful E-Businesses Build Customer Relationships and Increase Revenues with Fast, Comprehensive BI Analyses

Successful e-businesses understand the value of taking a holistic view of the customer—collecting, integrating and analyzing both online and offline long-term historical data for a complete profile. Integrating CRM, web log and transactional data to understand customer behavior is key to creating effective one-to-one marketing. Comprehensive clickstream analyses are critical to creating the shortest clicks-to-purchase path. Analyzing data about visitors' behavior, and being able to run multiple iterations, lets you quickly find and address problems, adjust promotions and fine-tune your site. Running these complex analyses quickly is key 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 reports is not even an option for many businesses today.

Until now, e-businesses have turned to market-leading Business Intelligence (BI) solutions to analyze terabytes of dynamic, detailed customer data. But these systems 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. Traditional, general-purpose solutions simply aren't powerful or scalable enough to keep pace with constantly growing and changing amounts of data, causing businesses to wait too long for basic scheduled reports, let alone ad hoc or more sophisticated analyses. 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 customer data to make critical decisions about targeted marketing programs, web site user experience and inventory operations, threatening their revenue growth and profitability.

### ***Not anymore.***

With the Netezza Performance Server® (NPS®) family of streaming analytic™ appliances, you can optimize the BI analytic and reporting tools you already rely on to realize real-time results for comprehensive analysis of your customer data. An enterprise-class analytic appliance, the NPS system delivers 10 to 100 times the performance for large, complex and constantly evolving BI efforts at half the cost of existing systems. The NPS system powers in-depth, real-time analysis of all your data, enabling you to more effectively target promotions and pricing, adjust your web content to address customer behavior patterns and manage your inventory based on predicted demand, leading to increased revenues and lower costs.

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

With the Netezza Performance Server system, companies have realized orders of magnitude improvement in their query response times, transforming the way they do business.

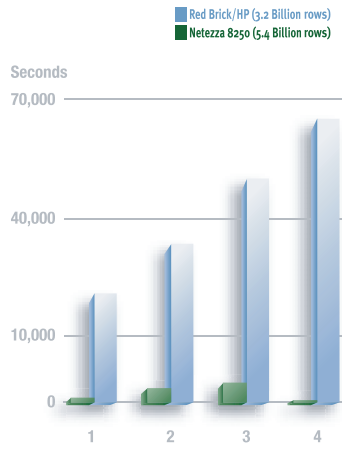
**Challenge:** A very large e-business was unable to quickly analyze customer visits and measure the success of its website. As its data grew exponentially with information gathered from millions of page views and large advertising and affiliate programs, this e-business was looking for a much faster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

**Result with the Netezza system:** The NPS 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 Performance Server system ran these queries in a total of 21 minutes, versus 50 hours on the company's existing platform. The NPS system also produced these dramatic results against 2.2 billion more detail rows than the existing production system. The NPS 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.

### Very Large E-Business

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

#### Clickstream Analysis



## Imagine the Possibilities

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

- Run multiple iterations of analyses to quickly find and address problems, adjust promotions and fine-tune your site.
- Respond in real-time to changing customer purchasing patterns
- Understand customers' buying patterns and serve up personalized pages to speed purchase
- Increase revenues by shortening customers' clicks-to-purchase path
- Enable true "just in time" inventory management



## Transform Your Business with Netezza

The Netezza Performance Server family of streaming analytic appliances brings appliance simplicity to a broad range of complex data warehouse and analytic challenges. For data-intensive organizations worldwide, Netezza appliances deliver breakthrough performance, unmatched ease of deployment and operation, and innovative flexibility and scalability at a fraction of the cost of traditional solutions.

Designed specifically for high-performance, terascale analytics, the NPS system architecturally integrates a relational database, server and storage into a single compact and power-efficient unit. The system's advantage comes from its patented streaming architecture. Netezza has placed processing power next to the data, so analysis occurs at the source at streaming speeds, delivering an unprecedented 10-100 times the performance of traditional systems at a fraction of the cost. Analyses that took days now take just seconds. This means a dramatic increase in productivity across the enterprise and faster time to value for business initiatives. Netezza appliances are changing the way organizations leverage information, creating a powerful analytic foundation for a new generation of business analytics that improve strategic decision-making and drive results.

Don't miss out on the opportunity to increase profits through deeper, more comprehensive analyses at half the cost of your existing system. Learn more about Netezza by calling 1-866-Netezza or by visiting us at [www.netezza.com](http://www.netezza.com).

### About Netezza

Netezza is the global leader in analytic appliances that dramatically simplify high-performance analytics for business users across the extended enterprise, delivering significant competitive and operational advantage in today's information-intensive marketplaces. The Netezza Performance Server® (NPS®) family of streaming analytic™ appliances brings appliance simplicity to a broad range of complex data warehouse and analytic challenges. Customers who have realized the benefits of Netezza appliances include Ahold, Amazon.com, CNET Networks, Debenhams, Department of Veterans Affairs, Epsilon, Neiman Marcus, Orange UK, Premier, Inc., Ross Stores, Ryder System, Inc., The Carphone Warehouse and Virgin Media. Based in Framingham, Mass., Netezza has offices in Washington, DC, the United Kingdom and Asia Pacific. **For more information about Netezza, please visit [www.netezza.com](http://www.netezza.com).**

**"Amazon.com is a data driven company. The data analysis capabilities provided by the Netezza system will be an important component in helping us make smart decisions for our customers."**

Mark Dunlap  
Director of Business Intelligence,  
Amazon.com