

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

Financial Services Institutions Thrive In Turbulent Markets with More Comprehensive and Cost-Effective BI Analyses

Fraud and credit risk put intense pressure on slim profit margins. Fluctuating interest rates and bank consolidations create customer churn. In this market environment, successful financial services institutions rely on the valuable information found within the huge volume of customer and operational data they collect daily.

Large databases hold terabytes of data on customers' purchases, banking transactions, clickstream history and contacts with marketing, sales and customer service. When institutions can integrate and mine this data quickly and effectively, they can make proactive decisions that positively affect their bottom line. But even running straightforward scheduled reports can take hours and days to process with traditional technology. Moving beyond scheduled reports to valuable ad hoc and more complex reports is not even an option for many institutions today.

Until now, financial services institutions have turned to market-leading Business Intelligence (BI) solutions to analyze terabytes of dynamic, detailed customer and operational 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. Financial institutions have spent billions of dollars to implement these solutions, yet they must sample and summarize data and face lengthy waits for query results. Consequently, they use a dated and incomplete snapshot of their data to make critical decisions about fraud mitigation, risk management, operational efficiency and new product and service offerings.

Not anymore.

With the Netezza Performance Server® (NPS®) family of streaming analytic™ appliances, you can optimize the BI analytic 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 ease-of-use and 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 improve profitability by reducing loss to fraud, managing loan risk more effectively, streamlining operations and enhancing your marketing programs and product offerings.

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

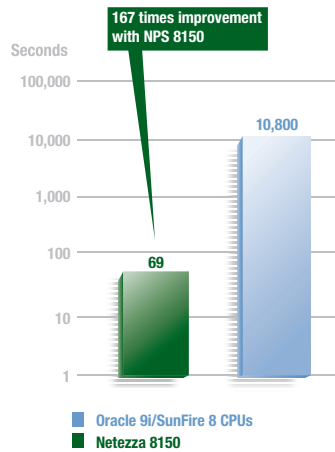
With the Netezza Performance Server system, companies have realized orders of magnitude improvement in their query response times, with dramatically lower TCO and far less effort transforming the way they do business.

Challenge: A top five US bank analyzes its customer data to make portfolio decisions that will maximize their customers' wealth. The bank's large database contains more than five TB of customer information, representing five years of servicing history. Previously, this bank ran ad hoc queries against an Oracle database running on Sun with EMC storage. These complex queries would take three hours to run. Because the bank was running so many of these lengthy queries, results backed up and business users would often have to wait days for their reports, slowing down business. Additionally, the bank's existing analytic environment required three to four DBAs to manage the capacity.

Result with the Netezza system: The NPS system was able to run the same queries in just 69 seconds, 167x faster! The NPS system's performance enables business users to get the results they need. Additionally, the bank anticipates that it will save over \$1.6M in its first 12 months because of the lower cost of ownership (lower maintenance cost, minimal DBAs needed).

Top Five US Bank

Actual response time using the Netezza Performance Server system for wealth management analysis. The NPS system reduced the response time from hours to just seconds.



Imagine the Possibilities

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

- Maximize customer loyalty by improving multi-channel marketing
- Dramatically reduce loss with faster fraud detection
- Acquire, retain and grow customers at a fraction of the cost with smarter marketing campaigns
- Utilize web data for real-time analysis to improve customer retention and identify risks
- Reduce risk through more effective account reconciliation and credit analysis
- Implement automated problem resolution using accurate and complete data
- Reduce fees and penalties with more detailed compliance analysis



"We're getting up to 80 times the performance (vs. existing IBM system). Netezza is phenomenal. This is not a small change. This is radically different. The system is even better than what Netezza claims."

Don Parker

Chief Information Officer, Shoppers Drug Mart

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.

Increase profits with more comprehensive, real-time BI analyses at half the cost of your existing system. Learn more about Netezza by calling 1-866-Netezza or by visiting us on the web at 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.**