



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

Outsourced Analytic Service Providers Lower Costs through Data Mart Consolidation and Increase Revenues through More Comprehensive Services

Outsourced analytic service providers help their customers succeed by offering fast, comprehensive and sophisticated campaign management and customer segmentation analyses to maximize marketing dollars. Being able to quickly drill down into the details of terabytes of data allows analysts to refine customer segmentation and campaigns to improve acquisition, retention, cross-sell and up-sell programs. Service providers measure their own success by their ability to meet or exceed demanding SLAs. They also strive to increase operational efficiency while lowering costs. But offering sophisticated analyses and meeting demanding SLAs while keeping costs down can prove difficult.

Until now, outsourced analytic service providers have turned to market-leading Business Intelligence (BI) solutions to analyze terabytes of dynamic, detailed customer data. To speed analytic processing time and meet SLAs, service providers typically store customer data on individual data marts with dedicated DBA resources. 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 service providers to wait too long for customer reports and threatening valuable SLAs.

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 provide your customers with fast, comprehensive analyses of their terabytes of 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 customers' data, enabling you to meet and exceed your SLAs and offer customers additional, more sophisticated analyses. And because the NPS system can process terabytes of data so much faster than current systems, with no performance tuning, you can consolidate your data marts, significantly lowering ongoing investments in upgrades, administration and maintenance costs, resulting in increased profitability.

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

With the Netezza Performance Server system, leading outsourced analytic service providers 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.

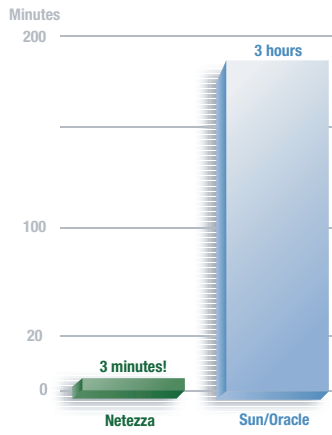
Challenge: A leading outsourced analytic service provider needed to offer its customers faster, more sophisticated campaign management and customer segmentation analyses. Campaign management queries were taking three hours to run and threatening Service Level Agreements (SLAs) with customers. This service provider also needed to consolidate the number of data marts they were maintaining to reduce operational costs.

Result with the Netezza system: This service provider has seen a large performance improvement as well as significant cost reduction. Campaign management queries can now be run in just three minutes. The company has also been able to consolidate several data marts onto one NPS system, significantly lowering ongoing upgrade, administration and maintenance costs. As a result, this service provider is now able to deliver better value to its customers while improving profitability.

Outsourced Analytic Service Provider

Actual results using the Netezza Performance Server system for campaign management queries. The NPS system reduced the time from hours to just minutes!

Campaign 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 with new and improved services and reduced administrative costs. 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.**

Imagine the Possibilities

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

- Provide new and more powerful customer segmentation and campaign management services with faster, deeper analytic capabilities
- Outperform the competition by leveraging ad hoc query capabilities on extremely large data sets
- Improve SLAs by providing faster query results
- Get new customers up and running faster by reducing data load times
- Save money by consolidating data marts and dramatically decreasing the number of database administrators required to manage each customer account



"Netezza combines the key elements of every data warehousing environment — hardware, software and storage — into one easy-to-use system that works seamlessly with our BI applications, so we can deliver better and faster analyses to our clients."

Mike Coakley

Vice President of Marketing Technology Products, Epsilon