



UTILITIES APPLICATIONS IN USE

Leading Utilities Providers Establish Stronger Customer Relationships to Drive Competitive Advantage in a Deregulated Marketplace

In today's utilities environment, customers can choose their energy supplier for the first time in history. Suddenly utilities providers must compete according to the same laws of supply and demand as every other commercial industry. They face mounting pressure to satisfy individual consumers' energy needs, understand market trends, provide excellent customer service with an array of customizable energy options and engage in competitive pricing strategies to secure a foothold in the changing landscape in which they operate. This means utilities providers must find an effective and cost-efficient way to consolidate decades' worth of historical data into a single location where it can be analyzed and acted upon immediately.

Until now, industry regulations enabled a handful of monopolistic suppliers to stipulate prices without considering their customers' individual preferences or usage patterns. With the industry's recent deregulation, barriers to entry have been lifted and existing utilities providers are left scrambling for an efficient means to collect, consolidate and analyze multiple years' worth of data and develop the marketing and CRM strategies they now need to compete. With new entrants quickly approaching, these data overhaul projects seem overwhelming to the suddenly vulnerable energy giants.

Not anymore.

With the Netezza family of data warehouse appliances, you can easily consolidate your historical data within a single platform where it can be analyzed and acted upon immediately without requiring a massive data center footprint. The Netezza system enables enterprises to perform detailed queries and analyses on large volumes of data. With the Netezza analytic appliance, you can turn data into insight, allowing you to better serve existing clients through customized loyalty programs and penetrate new markets through the creation of innovative, targeted marketing campaigns.

Key Features

- Terascale analytic appliance (DBMS software, system hardware, high-speed storage)
- Asymmetric Massively Parallel Processing™ (AMPPTM) 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 less than a TB to over a PB 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

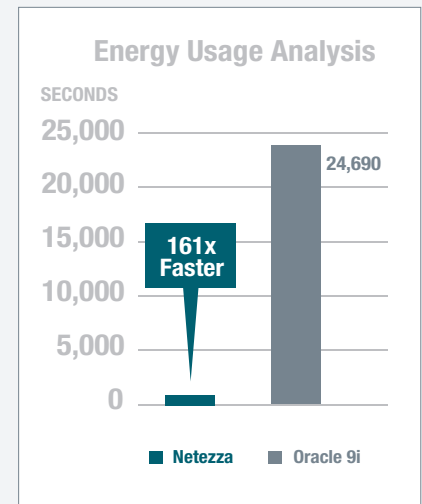
Proven Results: 10-100x Performance for Half the Cost

By architecturally integrating database, server and storage within a single system, Netezza's analytic appliance delivers 10 to 100 times the performance – at a lower total cost of ownership (TCO) – of traditional analytic systems. With the Netezza system, utilities 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.

The system's advantage is in its patented streaming architecture: Netezza has placed processing power next to the data, so data analysis occurs at the source at streaming speeds, delivering an unprecedented boost in performance. Analyses that took days now take just seconds. This means a dramatic increase in productivity across the organization. Time isn't spent running queries and maintaining the database; it's spent leveraging business intelligence to make smarter business decisions. Built for quick deployment, simple administration and nearly infinite scaling, the Netezza system is fully compatible with companies' existing BI infrastructures, applications, legacy systems and data. The TCO is a fraction of the cost of solutions currently on the market, making the Netezza system an affordable solution for terascale BI.

Challenge: A leading utilities provider is using Netezza to run power grid performance analytics and usage statistics on its electrical grid exchange data. The company's previous Oracle environment could not support its growth rate of 400GB per month, and the existing system was becoming increasingly complex to manage. Threats of a catastrophic occurrence loomed due to the lack of timely access to information.

Result with the Netezza system: When comparing the Netezza system to this customer's incumbent Oracle platform in an on-site proof of concept, energy usage and grid exchange data queries executed almost 60 times faster while simultaneously loading data. In one particular situation, a query that required almost seven hours to execute on Oracle returned in only 153 seconds on Netezza - 161 times faster! The Netezza platform will allow this utilities provider to analyze terabytes of historical data in order to better understand its current customers and their activities, allowing them to develop customized marketing plans and customer loyalty programs. The Netezza solution also provides a scalable platform that can grow with the company as it continues to capture detailed data for extensive analysis, without consuming massive power and cooling or data center space.



Transforming Your Business with Netezza

In addition to its performance, low cost and ease of use benefits, Netezza delivers an energy-efficient appliance to meet today's growing concerns for environmental preservation. Netezza has demonstrated its commitment to energy conservation by joining The Green Grid, a consortium of information technology companies and professionals seeking to improve energy efficiency in data centers around the world. The Netezza system occupies a relatively small data center footprint and significantly reduces power and cooling requirements. Orange UK, a Netezza customer and the leading provider of mobile phone services in the UK, has seen its data center floor space cabinets drop from 26 to nine since implementing Netezza into its environment. Orange has also improved its power efficiency by three times while reducing cooling requirements by about 72% in both BTU and Watts with Netezza. Mike Wheeler, Senior Data Center engineer at Orange explains, "Space and power are always at a premium within our data centers. The Netezza solution saved large amounts of both while providing increased performance. The speed and ease of deployment were an added bonus." ^(N)

| | Netezza | Informix |
|--|---------------------------|---------------|
| Power- Watts | 7,000 | 24,900 |
| Power- BTU/hr | 24,000 | 85,000 |
| Cooling- Watts | 7,200 | 25,000 |
| Power Watts | 14,200 | 50,400 |
| Orange Data Center Power Efficiency | 72% more efficient | |



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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.