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DATAUPIA DEBUTS GLOBAL PARTNER PROGRAM

Three Partnership Categories Offered to Maximize Value of the Dataupia™ Satori Server 12000; Expand Market Reach

Cambridge, MA – July 23, 2007 – Dataupia Corporation today unveiled its Business Partner Program, which includes leading technology organizations in several partner categories. The Dataupia Business Partner Program provides partners with skills, tools and products for growing revenue, enhancing [data management](#) expertise and increasing the value of their customer offering. Dataupia's partner ecosystem includes AMD, [Informatica](#), [Kalido](#), Pentaho, Jaspersoft, [LogiXML](#), SilverTrain, Inc., Mercury Software Consulting, Inc., Professional Innovations, Inc, Team DNA, Talend, Teleran and Sinecon among others.

Alliances are an integral component of Dataupia's overall business strategy for extending the value of an organization's existing investments in database infrastructures. As the industry's first and only [data warehouse appliance](#) designed specifically for database and application transparency, the Dataupia Satori Server is the most partner friendly data appliance available. Its ease-of-use, continuous scalability and extreme affordability make it the only viable OEM solution for channel partners specializing in applications and services targeted at solving data management challenges.

Three Ways to Partner

Dataupia's Business Partner Program consists of three partnership categories: Solution, System Integrator and Technology, all of which provide go-to-market opportunities that best suit the member company. Visit [Dataupia Partner Programs](#) for more information.

"Companies need to drill deeper into their business information while making sense of an exploding amount of data," said Bill Hewitt, president and CEO of Kalido. "Together, Kalido's business-model-driven technology and Dataupia's data warehouse appliance can deliver a highly scalable and flexible information management solution that gives business users what they want—immediate access to consistent, accurate information they really need to make the best business decisions."

Solution Partners

Dataupia Solution Partners bring data management and vertical domain expertise to the design, development, marketing and support of integrated data management solutions. By delivering solutions in the areas of business intelligence, marketing and sales analytics, data mining and vertical market data management applications, these

companies allow Dataupia's customers to gain more insight from the vast amount of information they collect.

System Integrators

System Integrators specify and recommend the architectures that deliver enterprise data management solutions and improve upon data management processes. The Dataupia solution offers both simplicity and ease-of-use for the data center architect.

"Our clients are facing complex business questions that require sifting through volumes of data to get quantifiable answers. PII's partnership with Dataupia gives us an advantage with a powerful technology solution that helps our clients leverage their massive amount of data in a transparent and cost-effective manner," said Brian Denker, vice president, business intelligence, Professional Innovations, Inc.

Technology Partners

These companies deliver complementary hardware or software technologies that integrate into Dataupia's solution and accelerate time-to-market. Complementary technologies often enhance Dataupia's security, replication and performance capabilities.

"For many of today's enterprises, the database serves as a goldmine of data. As businesses increasingly turn to data warehouse appliances to gain continuous access to data, they will require reporting and analysis solutions that are aligned to their specific needs," said John Kyle, vice president of marketing at LogiXML. "Our Logi 8 Business Intelligence Platform is designed to help people gain insight into their data through easy-to-use, Web-based reports and analysis. Dataupia's ability to provide scalable, affordable accessibility to granular levels of data made the Company an ideal partner for us as we build on our commitment to delivering world-class, Web-based reporting and analysis products."

"It goes without saying that partner strategies are critical for any technology company. However, Dataupia's view of alliances is unique in that we are extremely partner-centric in everything we do. From developing our technology through delivering it to the end-user, our work with strategic partners allows us to ensure that the focus remains on delivering the most effective appliance architecture possible," said Jim McManus, vice president of channels and alliances, Dataupia. "Dataupia's distinct approach to partner relationships allows us to ensure customers are deriving maximum value from their investments in our technology."

"The combination of Informatica's leading data quality product set and Dataupia's Satori Server provides customers with the opportunity to effectively manage and access data while ensuring that corporate information is complete, valid, consistent, accurate and timely," said Mike Pickett, vice president, global alliances, Informatica. "The Dataupia Satori Server's scalability, application transparency and ease-of-use complement our data quality solution, and together, we are working to provide a Dataupia-based data management platform that enables companies to implement lasting data quality processes and confidently make business decisions."

The Dataupia Satori Server data management system is an all-in-one solution—server, storage and optimization software packaged as a single appliance—and is the first and only one specifically designed for database and application transparency. The Dataupia

Satori Server transparently leverages existing database infrastructure, preserving an organization's investment in that infrastructure, and delivers persistent access to as much data as an organization needs. The combination of highly specialized software and powerful processors allows large amounts of data to remain on-line and ready to be accessed by reporting or analytics applications. It easily dovetails with existing data center infrastructures to quickly augment the reach and performance of applications that depend on data.

About Dataupia

Dataupia brings a strong record of industry leadership to addressing the growing gap between the massive volumes of stored data and the portion that a business can use to its benefit. By architecting specialized software and industry-standard hardware into a highly cost-effective and intelligent appliance, Dataupia's solution will amplify an organization's existing information systems to provide deeper access into their data universe and more comprehensive business insight.

Founded in 2005, Dataupia is backed by Polaris Venture Partners and Valhalla Partners. Learn more at www.dataupia.com/partnersoverview.php.

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