

DATAUPIA™ SATORI SERVER WITH DYNAMIC AGGREGATION

Delivering Data in Operational Real-Time

UNPRECEDENTED ACCESS TO DATA FOR ALL: WHEN AND HOW YOU WANT IT

Your data management strategy requires balancing growing volumes of operational data against steadily increasing costs for just maintaining data. It's a challenge you can't ignore. Data also holds the key to new business and service opportunities, if you can put it to use.

Dataupia makes it simple to keep the amount and type of data you need and use that data to its fullest advantage. Think about what you could achieve if you had Dataupia to:

- Enable persistent access of up to hundreds of terabytes of data at less than half the cost of other solutions.
- Securely collect, store, and query massive amounts of data cost-effectively.
- Augment current technology investments to deliver more data to existing systems for access by more people.
- Provide business users with easy access to historical data AND drill-down details.
- Support thousands of concurrent users with access to near real-time data updates.

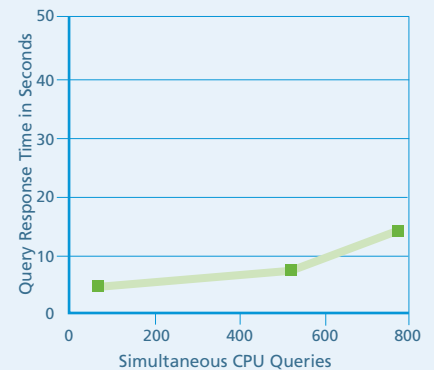
EMPOWERS ALL USERS WITH RICHER INFORMATION

Dataupia's superior performance, simplicity and flexibility support more simultaneous queries and concurrent users than traditional data warehouse platforms. Specific features of the new offering include:

- Management of your operational business intelligence needs AND your traditional analytics with one system that is designed for mixed data warehouse workloads.
- High performance pre-calculation of multidimensional aggregates for massive amounts of data.
- Simple implementation and maintenance using SQL-92 tools for defining multidimensional objects.
- User-driven aggregate environment and an intuitive web interface that does not require database administrator expertise.
- Omniversal Transparency™ enabling multidimensional aggregates stored in the Dataupia Satori Server to be fully accessible via Oracle, SQL Server and DB2 environments without application changes.
- Multidimensional aggregates that allow data to refresh at operational rates of every 15 seconds.
- The ability to define multidimensional report sources without affecting physical or logical data models.
- Extreme flexibility for rapidly building, refreshing and rebuilding aggregates.
- The ability to easily produce reports that include drill-down details on massive amounts of real-time data.

DATAUPIA DELIVERS LINEAR SCALING ACROSS BILLIONS OF ROWS

Easily scale information delivery to thousands of users without sacrificing performance.



This benchmark demonstrates Dataupia's ability to support 7,000 concurrent users running 700 simultaneous queries (including five-way joins) on **117 billion rows of data**.

MEETING THE INFORMATION CHALLENGE

Businesses today are under increased pressure to deliver faster, more complex query reporting across multiple databases and new applications. Dynamic Aggregation delivers outstanding reporting capabilities that meet this need. It assembles and refreshes multidimensional aggregates of large data sets and makes them available to thousands of concurrent users. This allows business users to produce reports that perform fast consistently and include complete drill-down details on massive amounts of real-time data.

Growth or turnaround initiatives such as building a customer-centric organization, cross-channel selling, and personalized marketing rely on getting data to strategists at headquarters and customer-facing or operational personnel. If you could provide tactical decision makers with the same level of support and insight, you could potentially:

- Help front-line managers strengthen the business by giving them flexible reporting on the information that matters most to them.
- Deliver exceptional customer service through representatives who literally have insight into a customer's complete history.
- Maintain operations and infrastructure at peak performance by delivering timely information to those who can fix problems.

DATAUPIA SOLUTION

By architecting purpose-built software and industry-standard hardware into a highly cost-effective and intelligent appliance, the Dataupia™ Satori Server allows you to have persistent access to hundreds of terabytes of data and extract requested information at will.

Through Dynamic Aggregation, a highly flexible data-access method, the Dataupia Satori Server makes it possible to process multiple requests against hundreds of terabytes of data across a wide range of workload requirements. It is the **ONLY** data warehouse infrastructure solution that both rapidly processes summary reports on massive databases and delivers the underlying depth of historical, detailed data for meaningful drill-down capabilities.

ABOUT DATAUPIA

Dataupia, founded in 2005, 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. Learn more at www.dataupia.com.