

RESULTS

VOLUME II

Results Résultats نتیجے Ergebnisse Resultados Resultaten Výsl
Poslovni izidi Resultat Resultat Results نتیجے Risultati Ergebnisse
Resultaten نتیجے Poslovni izidi Resultat Resultat Results Résulta
Risultati Ergebnisse Resultados Resultaten Výsledky نتیجے Risu
Resultat Results Résultats نتیجے Ergebnisse Resultados Resulta
Výsledky Poslovni izidi Resultat Resultat Results نتیجے Résultats
Ergebnisse نتیجے Resultaten Výsledky Poslovni izidi Resultat Re
Results Résultats Risultati Ergebnisse نتیجے Resultaten Výsledky
Poslovni izidi Resultat نتیجے Resultat Results Résultats Risultati
نتیجے Resultaten Výsledky Poslovni izidi Resultat Resultat Resu
Résultats Risultati Ergebnisse Resultados Resultaten Výsledky
Resultat Resultat Results Résultats Risultati Ergebnisse نتیجے Re
Poslovni izidi Resultat Resultat Results Résultats Risultati Erge
Resultados Resultaten نتیجے Poslovni izidi Resultat Resultat Res
Résultats Risultati Ergebnisse Resultados Resultaten Výsledky
Poslovni izidi Resultat Resultat Results Résultats Risultati نتیجے R
Ergebnisse نتیجے Resultaten Výsledky Poslovni izidi Resultat Res



epsilon

Credit scores the entire US population in *20 minutes*



“Many of the marketing decisions of our major US banking client are dependent upon an individual’s credit history. We use Netezza’s OnStream (in-database) analytics to select which of the data is the most reliable. It’s an algorithm that examines over 80 credit attributes and has over 300 branch points. We score the entire population of the US in 20 minutes. *It doesn’t get any easier than that.*”

Edgar Denny, Senior Software Engineer, Epsilon – an Alliance Data Company

The SAP logo is displayed in white text on a dark blue background, which is itself set within a white rectangular box. The letters 'SAP' are in a bold, sans-serif font, with a registered trademark symbol (®) located at the bottom right of the 'P'.

SAP[®]



THE BREADTH OF TOOLS

AND APPLICATIONS POWERED BY NETEZZA

“As a worldwide leader in business intelligence, SAP BusinessObjects has partnered with Netezza in an effort to bring our customers rapid access to operational data and transform it into intelligent information. With this partnership, customers can reap the benefits of our breadth of tools and applications powered by Netezza’s fast performance, rapid deployment and low total cost of ownership.”

Jon Dorrington, VP Global Ecosystem & Partner Group, SAP AG

A white target icon with a central bullseye and four crosshairs is positioned in the upper right quadrant of the page. The background of the entire right half of the page is a dense, blue-tinted crowd of people, with the target icon appearing to be aimed at the center of the crowd.

KNOW YOUR AUDIENCE

"The technical requirements of InterCLICK's Open Segment Manager's analytic capabilities are unmatched in scale and sophistication... With TwinFin's unmatched processing power and the ability to embed analytic logic directly into the platform, Netezza was the obvious choice. It will be a critical enabling technology of the interCLICK product roadmap going forward."

Andrew Katz, Chief Technology Officer, interCLICK, Inc.



Netezza is helping USACE achieve its goal of **“information democracy.”** The EDW facilitates the sharing of information throughout the organization from a **single source of truth.** This is critical to success, as the Army Corps has a variety of users from remote locations including Iraq and Afghanistan hitting the Netezza system.

“By leveraging a single EDW instead of relying on multiple disparate systems to access information, *Army Corps’ organizations are saving millions and billions of dollars.*”

Dave Rowson, Chief Technology Officer, US Army Corps of Engineers

CASUAL | MALE XL



INSIGHT INTO ALL CHANNELS:

Retail. Catalogue. E-Commerce.

"In order to provide stellar customer service, it's critical we have insight into all our channels—retail, catalogue and e-commerce—and can adapt quickly to changing consumer needs... The components of the Netezza RAA let us make more profitable decisions when executing our critical merchandising processes."

Dennis Hernreich, Executive Vice President, Chief Operating Officer and Chief Financial Officer, Casual Male Retail Group, Inc.



VITAL FOR THE FUTURE

"Netezza's data warehouse appliance will enable us to reinforce the quality and cost-effectiveness of care and to quickly draw conclusions for treatments and patient care. As a true regional health system, we need a database appliance that can rapidly and effectively handle this critical data. Netezza is our platform of choice for this major undertaking that will ***set the stage for the future of health care IT.***"

Chuck Podesta, CIO, Fletcher Allen Health Care

The MicroStrategy logo is displayed in white text on a dark teal background. The word "MicroStrategy" is written in a bold, sans-serif font, with a small star icon positioned above the letter "i" in "Micro".

MicroStrategy

An illustration of three interlocking blue gears of different sizes, set against a white background. The gears are rendered with a 3D effect, showing their teeth and shadows. The words "PERFECT MATCH" are written in a bold, black, sans-serif font, curving over the top of the gears.

PERFECT MATCH

"Netezza and MicroStrategy have a long-standing technology partnership. Our close cooperation on product interoperability and joint sales and marketing programs have provided our customers with increased value from their business intelligence and data warehousing investments. We continue to find new ways to leverage our capabilities and provide mutual customers with high performance, low cost of ownership, and cutting edge technology."

Sanju Bansal, Chief Operating Officer, MicroStrategy



Looking at the world through a

SODA STRAW

"The data-intensive supercomputing group from PNNL used data warehouse appliances built by Netezza and data collected at the boundary between a closed network and the outside world to determine whether a massively large set of data could be analyzed efficiently; with such large data sets, the lens we have is like looking at the world through a soda straw. We're the first to perform complex analytics on cyber data sets at this scale."

John Johnson, Senior Scientist, Pacific Northwest National Laboratory



Marshfield Clinic

PROVIDE FOR PATIENTS' NEEDS

**NOW &
IN THE FUTURE**



"Analyzing our financial and operational performance and our clinical information helps the Clinic provide for our patients' needs – now and in the future. Netezza's performance in terms of handling data loads and query responses is tremendous, improving our responsiveness, and represents a fraction of the initial and long-term cost of older enterprise data warehouse approaches."

Carl Christensen, Chief Information Officer, Marshfield Clinic

A teal-tinted background image showing a glass of water with ice cubes and a bottle of water, with a pen resting on a surface in the foreground.

MATURE FORECASTING


“Our portfolio of brands have significant seasonal and geographic fluidity. Prior to the Netezza and Aperity solution, we were limited on obtaining a complete view of a wide variety of dynamic market conditions. The insight and actionable decision-making data gained from the forecasting analysis we are now doing are already demonstrating vital business intelligence that are necessary to make the best business decisions.”

Erica Lopez, Director, Decision Support Systems, Beam Global Spirits & Wine, Inc.

The logo for EsSELUNGA, featuring the word "ESSELUNGA" in a bold, black, sans-serif font above a stylized, thick, black letter "S".

ESSELUNGA
S

SEVERAL HUNDRED USERS ACCESSING DATA FROM MULTIPLE SOURCES TO GAIN INSIGHT INTO CUSTOMER **PURCHASES**

A photograph of a brown paper shopping bag overflowing with various groceries, including a loaf of bread, a carton of milk, and leafy greens, set against a warm, orange-toned background.

"The Netezza system is helping us to perform business-critical market basket analysis and price competitor analysis in near real-time. As a result, we are able to gain a better understanding of customer purchasing patterns to adopt a wider range of sales promotion techniques."

IT Manager for Data Warehousing and Business Intelligence Director, Esselunga S.p.a.



“Allowing the business users access to the Netezza box was really what sold it. They were running analytics on Netezza for 6 months before even having any training.”

Steve Taff, Executive Director of IT Services, XO Communications

A blue background with a glass of water and several pills scattered around, symbolizing a prescription.

THE RIGHT PRESCRIPTION FOR YOUR DATA ANXIETY

“Database auditing and activity monitoring can substantially reduce the cost and resource impact of compliance requirements imposed by regulations. We systematically evaluated a variety of technologies available, and the Netezza Mantra appliance was the solution with the lowest total cost of ownership, highest ease-of-use and greatest scalability.”

Kate Schafer, Senior Vice President of Engineering, Epocrates



The installation and implementation process with Netezza was straightforward and rapid, producing detailed query results within days

LEADING TO A GOOD START.



“The relationship with Netezza has also impacted our database administration and maintenance costs – which have been reduced dramatically. The support offered by Netezza and its technical account managers was outstanding including access to the ‘Enzee Community,’ which provides access to other useful tips and support.”

Guy Harvey, Data Warehouse Manager, Compass Group UK & Ireland



Japan Medical Data Center.

THE RIGHT TOOL

TO EXTRACT THE RIGHT DATA



“When trying to comprehend the situation regarding a given patient’s check-ups, you need to be able to manage a range of aspects such as the results of their diagnoses at various medical institutions, the names of their illnesses, the numbers and quantities of medicines administered and so on, all in chronological order. We take raw, rough data and polish it to create high quality information, arranged in a form suitable for analysis. That’s why we looked for a superior data warehouse system capable of accumulating such information and analyzing it with high performance.”

Shin'ya Kimura, President, Japan Medical Data Center Co., Ltd.



NEC

ANALYZING THE MOST GRANULAR DATA

“Customer demand for complex query processing continues to soar as organizations look for ways to simplify their data warehousing while providing new levels of granularity from critical business information. This relationship further solidifies our longstanding work together with Netezza and allows NEC to bring to market new products that deliver fast, cost efficient analytic solutions across industries.”

Yukio Itoh, Senior Vice President, Platforms, NEC Corporation



LOW POWER CONSUMPTION

"We are seriously tackling environmental issues over the group as a whole too, for example by promoting reductions in the energy and water used at all our breweries. Netezza is an environmentally friendly solution due to its low power consumption."

Fumiki Kobayashi, Assistant Section Manager of IT Solutions, Sapporo Holdings Ltd.

ACXIOM[®]

DRIVING THE BOTTOM LINE



“When your data is better, your decisions are better – and that is how Netezza will help us drive the bottom line.”

Chad Fitz, Consumer Information Products Leader, Acxiom



MediaMath has integrated five real-time bidding sources, over a dozen third-party data and dynamic creative partners, and an advanced optimization platform that calculates the fair market value of over ***50,000 impressions per second.***

“Providing our agency clients with unparalleled performance and scale across the entire biddable display universe means we have to partner with the best. With the Netezza TwinFin appliance supporting our system, we’re able to analyze ever larger amounts of data to deliver better campaign results, precision audience targeting against a deeper array of profiling characteristics, powerful insights into campaign success drivers, and important innovations like cross channel attribution.”

Anthony Katsur, General Manager of Platform, MediaMath

The background of the right side of the slide features a teal-tinted image of a mechanical stopwatch in the foreground, with a stack of US dollar bills visible in the background.

THE FASTEST, MOST FUNCTIONALLY RICH COMPLIANCE REPORTING PLATFORM IN THE INDUSTRY

“TwinFin has allowed us to reduce the complexity of regulatory reporting and processing of exchange data from days down to minutes. Due to the TwinFin’s speed, simplicity and capacity for handling large volumes of data, we are able to provide our compliance departments the fastest, most functionally rich reporting platform in the industry. Our investment in next-generation technology for our compliance teams represents our strong commitment to leading-edge technology and to regulatory compliance.”

Edwin Marcial, Chief Technology Officer, IntercontinentalExchange

Cognos.
software

GREAT PARTNERSHIPS EXCELLENT RESULTS



"IBM Business Analytics and Netezza have a great history of partnering in the areas that have the most impact to our clients – through technology integration support; a commitment to customer success; and through innovation that matters."

Paul D. Fitzpatrick, Business Unit Executive, Worldwide Strategic Alliances & Channel Operations, Business Analytics Division, IBM

A close-up, artistic photograph of a hand holding a pen, rendered in a warm, orange-toned color palette. The hand is positioned in the upper left, with the pen held diagonally across the frame towards the upper right. The background is a soft, out-of-focus orange, creating a professional and focused atmosphere.

INCREASED TARGETING PRECISION

“Our client list includes some of the top direct marketers and brand advertisers in the world. They rely on our solutions to help them increase the effectiveness of customer acquisition, retention and branding programs across online and traditional channels. The Netezza TwinFin appliance is the optimal solution for analyzing massive volumes of online and offline data. Netezza’s simple approach to high-performance data analysis increases targeting precision and campaign performance for our cross-channel marketing solutions.”

Joseph Benjamin, Chief Technology Officer, DataLogix



ESSENTIAL

"For us, business intelligence is completely essential to the operations of our business, which is why we've continued to invest in BI during the economic slow-down. The combination of our single data model, MicroStrategy application layer and Netezza data warehouse is fundamental to who we are."

Sean Devine, Vice President, Pricing & Engineering, Con-way Freight



MERCHANDISING ANALYSIS ON TERABYTES OF DATA



"Netezza, together with MicroStrategy and QuantiSense, will run merchandising analysis on terabytes of the Burlington Coat Factory's data. The retailer needed a data warehouse system that could keep pace with its growing data volumes and need to have a view across more historical data. We chose Netezza because we were impressed with the system's simplicity and high performance for loading and querying data. Netezza's proven track record with other brand name retailers was also a key selling point for us."

Brad Friedman, Senior Vice President of IS, Burlington Coat Factory



DEEPER INSIGHT

“Organizations of all sizes and markets are looking for advanced analytics solutions that will enable them to make better, faster decisions throughout the enterprise. Our joint customers are able to be more competitive by leveraging advanced analytics and gaining better, deeper insights into their customers and business operations. With Netezza’s TwinFin appliance, we are able to empower organizations with actionable data that will improve their business operations.”

Keith Collins, Vice President & Chief Technology Officer, SAS



Analyze data from:

305
stores

1200
service
operations

104
naval
installations

“As a retailer, NEXCOM needs the ability to make sound decisions around initiatives such as customer relationship management and supply chain management.”

Kean Westcott, Senior Vice President, Chief Information Officer,
Navy Exchange Service Command

An aerial photograph of a complex multi-level highway interchange, rendered in a monochromatic orange-brown color. The roads curve and cross each other in various directions, creating a dense network of concrete and asphalt.

BlueKai manages over **750M data events** every day and is the industry standard for public and private online data transactions. TwinFin powers their customer-facing reporting platform, providing exchange participants with flexible ad hoc analysis of available intent data to optimize bidding decisions and maximize campaign ROI.

"BlueKai is at the center of the digital data economy and our clients rely on us as the industry standard for public and private data transactions to support their data needs. We chose the Netezza TwinFin because of its ability to implement a wide set of complex analytics and handle large volumes of data quickly and cost effectively so we can deliver timely, accurate reports and analytics to our clients."

Michael Bigby, Chief Technology Officer, BlueKai



[Access Granted]

TRUSTED INFORMATION AT BUSINESS **USERS' FINGERTIPS**

"The combination of Netezza's powerful data warehouse appliances with the Kalido Information Engine enables our customers to deliver business users trusted information at their fingertips. Our partnership addresses the ultimate BI challenge: speed to deployment, governed data, high performance and flexibility in one solution."

Bill Hewitt, President & CEO, Kalido

COMPOSITE
— SOFTWARE —

NONE

OF THE RISKS, HIGH COSTS OR DELAYS

“Our large enterprise customers are choosing Netezza appliances to manage their data warehouses and data marts. Composite’s data virtualization middleware integrates Netezza-managed data with other data sources giving users an enterprise view of their information with none of the risks, high costs and delays associated with monolithic enterprise data warehouse projects.”

Robert Eve, Executive Vice President of Marketing, Composite Software

Netezza: positioned in the Leaders' quadrant by Gartner, Inc. in the 2009 Data Warehouse Database Management Systems Magic Quadrant report.

The Gartner Magic Quadrant evaluates a vendor's ability to execute and completeness of vision. According to the Gartner report, "The data warehouse DBMS market has evolved from an information store supporting traditional BI platforms to a broader analytics infrastructure supporting operational analytics, corporate performance management and other new applications and uses (such as operational BI and performance management). Organizations are adding additional workloads with online transaction processing (OLTP) access, and data loading is moving to intra-day — approaching continuous loading."

Authored by Donald Feinberg

GARTNER DISCLAIMER: The Gartner Magic Quadrant is copyrighted January 28, 2010 by Gartner, Inc., and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.



VITAL



PRECISE



HASSLE
FREE



ECO
FRIENDLY



DRIVES
REVENUE



Others Buzzing About Netezza



About Us

Netezza Corporation is the global leader in data warehouse, analytic and monitoring 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 North America, Europe and the Asia Pacific region.

For more information about Netezza's "Results", please visit www.netezza.com.



Netezza Corporation : 26 Forest Street : Marlborough, MA 01752
+1 508 382 8200 tel : +1 508 382 8300 fax : www.netezza.com

Netezza®, TwinFin i-Class™, TwinFin™, Shimmer™ and the Netezza "N" logo are either registered trademarks or trademarks of Netezza Corporation. Other names may be trademarks of their respective owners. AneqBook_0610

Results Résultats نتیجے Ergebnisse Resultados Resultaten Výsledek
Poslovni izidi Resultat Resultat Results نتیجے Risultati Ergebnisse
Resultaten نتیجے Poslovni izidi Resultat Resultat Results Résultat
Risultati Ergebnisse Resultados Resultaten Výsledky نتیجے Risu
Resultat Results Résultats نتیجے Ergebnisse Resultados Resulta
Výsledky Poslovni izidi Resultat Resultat Results نتیجے Résultats
Ergebnisse نتیجے Resultaten Výsledky Poslovni izidi Resultat Re
Results Résultats Risultati Ergebnisse نتیجے Resultaten Výsledky
Poslovni izidi Resultat نتیجے Resultat Results Résultats Risultati
نتیجے Resultaten Výsledky Poslovni izidi Resultat Resultat Resu
Résultats Risultati Ergebnisse Resultados Resultaten Výsledky
Resultat Resultat Results Résultats Risultati Ergebnisse نتیجے Ra

THIS IS A PRODUCT OF

