

# First European user forum highlights a successful year for Netezza

Nearly 100 customers, partners and industry experts gather to discuss data<BR>warehousing

Data warehouse appliance market leader Netezza

held its first European User Forum yesterday, highlighting the company's worldwide growth and momentum in 2005. The London event was attended by nearly 100 customers and partners from both Northern and Southern Europe, and included presentations from customers Caudwell Communications, Debenhams, Orange (UK) and The Carphone Warehouse.

Netezza was recently described by The Data Warehousing Institute as a trailblazer in the data warehouse appliance market and a contributing factor in the adoption of the appliance model by enterprises in multiple industries. Netezza attributes its success against traditional data warehousing systems from IBM, Oracle and Teradata to its price/performance, ease of use and speed of deployment.

Forum attendees shared best practices for maximising the power of the Netezza Performance Server (NPS) system, and discussed real-world experiences with deployed customers. In addition, author and independent consultant Frank Eichorn outlined approaches for leveraging the NPS system with SAS to accomplish rapid data exploration, efficient model development and analytics. Industry analyst and consultant Mike Ferguson discussed data warehousing trends and their implications for companies' BI initiatives.

Dave Kloc, general manager for Netezza, Northern Europe commented, "The calibre, diversity and sheer number of forum attendees illustrates the enthusiasm in the market for our product and company. Representatives from our premier European customers, including Caudwell Communications, Center Parcs, Debenhams, Orange (UK) and The Carphone Warehouse, joined senior executives from partners in France, Italy and Spain to create a dynamic, collaborative event."

The Netezza Performance Server system is the market-leading data warehouse appliance, built specifically to analyse terabytes of detailed data 10 to 50 times faster than existing data warehouse options, at half the cost. The NPS system stores, filters and processes terabytes of records within a single unit, analysing only the relevant information for each query.

Netezza has placed the CPU power next to the data, allowing the NPS system to speed through processes that would occupy most data warehouse systems for hours, or even days, thereby enabling dramatic increases in productivity across the organisation. Customers who have recognised the performance benefits of Netezza's approach include Ahold USA, Amazon.com, Cingular Wireless, CNET Networks, Epsilon, Orange UK, Premier, Inc., Shoppers Drug Mart Corporation, The Carphone Warehouse and The TJX Companies.

About Netezza Corporation

Netezza is the market-leading provider of enterprise-class data warehouse appliances that deliver breakthrough performance and ease-of-use at a fraction of the cost of traditional data warehouses. The Netezza Performance Server (NPS) system enables Fortune 1000 customers with terabytes of dynamic, detailed data to dramatically simplify even the most

complex Business Intelligence (BI) initiatives. By architecturally integrating database, server and storage within a single appliance, the NPS system delivers 10 to 50 times the performance at half the cost of existing systems. Customers who have recognised the performance benefits of Netezza's approach include Ahold USA, Amazon.com, Cingular Wireless, CNET Networks, Epsilon, Neiman Marcus, Orange UK, Premier Inc., Shoppers Drug Mart Corporation and The TJX Companies. Founded in 2000 and based in Framingham, Mass., the company has offices in Washington DC, the United Kingdom and Asia Pacific. The Company has raised more than \$68M from leading venture capital firms, including Matrix Partners, Charles River Ventures, Battery Ventures, Orange Ventures, Sequoia Capital and Meritech Capital Partners. For more information about Netezza, please visit [www.netezza.com](http://www.netezza.com).

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