



For Further Information:
Renee Deger
GlobalFluency
rdeger@globalfluency.com
(650) 433-4153

ParAccel and Database Architects Partner to Meet Growing Need for Enterprise Analytic Solutions that Power New Discoveries

Relationship provides organizations with end-to-end integration and services for high-performance data warehousing and analytics with ParAccel

Cupertino, Calif. – November 12, 2009 – ParAccel, Inc., provider of the record-breaking ParAccel Analytic Database, a high-speed, low-effort, massively parallel (MPP) columnar database management system (DBMS) for data warehousing and analytics, today announced that global consulting firm Database Architects has joined the ParAccel Partner Program. As a ParAccel partner, Database Architects will integrate the revolutionary [ParAccel Analytic Database™](#) (PADB) into custom-developed information systems and assist ParAccel customers with maximizing the analytic capacity of PADB.

Founded in 1992, Database Architects provides comprehensive database design, integration and performance management services for global enterprises, including many Fortune 500 companies. The combination of [ParAccel](#) and Database Architects will deliver innovative, large-scale solutions that exceed former price-performance limitations and enable new opportunities in business intelligence and analytics.

“ParAccel’s breakthrough [analytic database](#) enables companies to explore and leverage large volumes of business data with time and budget efficiencies never before possible,” said Thierry Gerardin, Managing Director at Database Architects. “PADB’s ability to perform complex queries without tuning and indexing allows companies to spend less time preparing data and more time exploring new discoveries that deliver greater value to the business. We look forward to partnering with ParAccel and incorporating its technology into high-impact, custom-designed environments that drive keener insight and deeper value for forward-looking companies worldwide.”

ParAccel is taking data warehousing and analytic database queries to new levels of [performance and efficiency](#) with a [columnar, massively parallel architecture](#) built to perform with standard hardware and tools. PADB enables customers to tackle complex business questions, and efficiently process ad hoc and highly complex queries, more simply than ever before, without the tuning, indexing or schema limitations imposed by other databases. PADB includes enterprise-class manageability, availability and recoverability via automatic fail-over for mission critical needs. PADB also dramatically improves the performance of SAN-attached data warehouses with a patent-pending approach for balancing I/O and storage across compute nodes and the SAN, while leveraging the customer's enterprise data management infrastructure for high availability, disaster recovery and backups – capabilities that are unavailable with other analytical databases and appliances.

“Database Architechs is a valued partner among many large IT organizations with the exploding data volumes that ParAccel was designed to manage faster and more intelligently,” said [Kim Stanick](#), Vice President of Marketing at ParAccel. “We’re pleased to pair Database Architechs’ extensive knowledge and experience with the ParAccel Analytic Database and expand the potential for companies to realize significant business returns from breakthrough analytic applications.”

About DB Architechs

Database Architechs, LLC has been operating in the United States since 1991 and in Europe (Paris, France) since 1998, offering unrivaled database design, data modeling, data architecture, business intelligence, distributed data/replication, performance & tuning, high availability, data security, and master data management consulting to its global client base. This core data expertise consists of some of the world's top database experts and our clients have included Intel, Cisco, Apple Computers, Wells Fargo, PG&E, Visa International, Charles Schwab, Toshiba, Sony, and many other global 5000 organizations. “Data by Design” is our mantra and this drives each project - from early data requirements all the way through optimized database designs and implementations. Our database engine coverage includes Sybase Adaptive Server, Microsoft SQL Server, Oracle, DB2, MySQL, and Postgres to name a few. Our database services also include several outstanding Database and SQL courses, and a graphical Performance and Tuning database product called SQL Shot for Sybase, SQL Server and Oracle DBMS platforms. We are the authors of Sybase's performance and tuning and physical database design methodologies (and courseware) and some of our expert data professionals are noted authors of bestselling books such as ‘SQL Server 2000 Unleashed’, ‘SQL Server 2005 Unleashed’, ‘SQL Server 2008 Unleashed’, ‘Sybase SQL Server 11 Unleashed’, ‘SQL Server High Availability’, ‘Cryptography in the Database’ and ‘ADO.Net in 24 Hours’. Database Architechs is based in the Pacific Northwest with offices in California and Oregon and serves most of Europe from Paris, France. For more information please contact us at contact@dbarchitechs.com, or visit us at <http://www.dbarchitechs.com>.

About ParAccel

ParAccel, Inc. is the proven leader in scalable analytic performance and price-performance. The ParAccel Analytic Database™ is a new generation, MPP-Columnar DBMS that is delivering breakthrough analytic

performance and price-performance in customer environments. Available as software or a virtual or packaged data warehouse appliance, it can be implemented on standard hardware from all major vendors. Leading companies like BrightCloud use ParAccel to extend their analytic performance advantage. ParAccel's management team includes technical founders and industry veterans from noted data management companies Netezza, Oracle, Teradata, Gupta, SenSage, PointBase, and IBM. ParAccel is based in California with offices in Cupertino and San Diego. For more information please contact us at info@paraccel.com or 866-903-0335, or visit us at <http://www.paraccel.com>.

###