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ParAccel Introduces the Next Generation of its Record-breaking ParAccel Analytic Database

The ParAccel Analytic Database 2.0 dramatically extends ParAccel's performance and simplicity advantage, and delivers sophistication and enterprise readiness previously unseen among the new generation of analytic databases and appliances

San Diego, CA – June 30, 2009 – ParAccel, Inc., today introduced version 2.0 of the ParAccel Analytic Database (PADB), the latest version of the company's high-speed, low-effort, massively parallel (MPP) columnar database management system (DBMS) for data warehousing and analytics. PADB 2.0 tackles the most complex business questions even faster by leveraging dozens of new features and enhancements, including patent-pending innovations in query optimization and SAN integration. PADB's new Omne query optimizer enables previously unseen levels of performance and sophistication in addressing demanding analytic workloads. In addition, PADB 2.0 offers breakthroughs in enterprise readiness and operational continuity for business critical applications.

Performance and Sophistication, with Appliance Simplicity

Customers look to ParAccel when they seek effortless, high-performance data warehousing and analytic processing. ParAccel customers do not face the schema limitations or indexing requirements that other databases impose, and PADB 2.0 further advances ParAccel's query sophistication leadership with Omne, a new analytic query optimizer that is uniquely columnar-, MPP- and compression-aware, and includes patent-pending capability to efficiently join unlimited numbers of tables. Omne also boasts advanced automatic query de-correlation, column pruning, and view-folding, as well as other techniques to efficiently process ad hoc and highly complex queries that can give companies an analytic advantage.

Also new in PADB 2.0, the patent-pending Blended Scan feature dramatically improves the performance of SAN-attached data warehouses by balancing I/O and storage across the compute nodes and the SAN. Blended Scan leverages all available spindles to achieve greater I/O throughput and CPU utilization.

PADB 2.0 includes dozens of other features that boost performance and sophistication such as scalar UDFs, to parallelize custom analytic functions; enhanced parallel load, to simplify fast data loading; window aggregates, to extend query complexity; and column encryption, to support sensitive data in industries like financial services and healthcare without sacrificing performance.

“Our data volumes are growing dramatically, and we need the ability to scale our systems to maximize performance while minimizing our costs,” said Stephen Shaw, founder and CEO of Autometrics, a Software-as-a-Service (SaaS) provider of data quality management and business intelligence (BI) solutions. “The performance improvements we have witnessed with the ParAccel Analytic Database version 2.0 have been so impressive that we have accelerated its adoption into our next-generation SaaS marketing analytics solutions,” he said. “The ParAccel Analytic Database provides a ‘load-and-go’ approach to scalable performance. We were up and running our queries using our existing tools—without

any tuning—in a matter of hours.”

“With the ParAccel Analytic Database 2.0, we completed a data validation project that was impossible before,” added Christian Wright, Merkle Inc.’s chief technology officer (CTO). “By using PADB’s Scalar UDFs, we were able to apply massive parallelism to scale out the execution of a particularly difficult fuzzy logic algorithm by running it inside the database.”

The extreme performance of PADB 2.0 was further demonstrated in a record-shattering 30TB TPC-H benchmark (June 22, 2009, www.tpc.org) where it was 7 times faster and delivered 16 times better price performance than the prior leader, and it loaded data at a rate of nearly 9 terabytes per hour.

Enterprise Class Manageability and Availability with Uncompromising Performance

PADB 2.0 also includes features and integrations that deliver performance-conscious manageability, availability and recoverability for enterprise-class implementations. Hot Standby Nodes provide automatic fail-over and mission critical availability with minimal performance disruption. And, when implemented in a SAN environment with Blended Scan such as with the Scalable Analytic Appliance and EMC (May 18, 2009 “Price Chopper Selects the ParAccel Analytic Database as its Data Warehouse Platform”), PADB 2.0 can leverage a customer’s enterprise data management infrastructure for high availability, disaster recovery, backups and cloning—capabilities that until now have been lacking among the new generation of analytic databases and appliances.

“Business Analytic Appliances, like ParAccel, continue to evolve to meet the increasing demands of modern analytic environments. Originally deployed as focused analytic platforms with moderate user concurrency and scope, they have matured to become viable contenders for even the most complex user environments,” said Dan Vesset Vice President, Business Analytics research, IDC. “Given the affordable price points of many analytic appliances, the technical evolution of these offerings is expected to garner continued positive response from the market.”

“The ParAccel Analytic Database has led in data warehousing speed, scalability and simplicity since it entered the market,” commented Barry Zane, CTO and founder of ParAccel. “In version 2.0, we advance PADB’s lead in these areas while we establish new leadership in query sophistication and overall enterprise readiness, areas that have historically been underserved by new-generation analytic vendors. PADB 2.0 enables breakthrough analytic processing in a way that even enterprises with significant analytic maturity will be able to appreciate.” added Zane.

Pricing and Availability

The ParAccel Analytic Database 2.0 will be generally available in August, 2009. List price is \$100,000 per terabyte and subscription pricing begins at \$5,000 per month.

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 Autometrics, Merkle and TRX 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 www.paraccel.com.

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