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Information Builders and ParAccel Partner to Support Rapid Adoption of Advanced Analytic Solutions

Partnership provides organizations implementing business analytics the ability to power high-performance data exploration and intelligence gathering via a seamless implementation network

New York, NY and Cupertino, Calif. – December 14, 2009 – Information Builders, an independent leader in [business intelligence \(BI\)](#) solutions, and ParAccel, 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 a strategic partnership to speed the selection and implementation of customized advanced analytic solutions. The pairing of Information Builders and ParAccel enables organizations to incorporate high-performance analytics and best-in-class business intelligence to harvest greater insight from their data. With this information, organizations can anticipate changing business patterns and realize competitive opportunities.

“Businesses have awakened to the unlimited possibilities ParAccel provides for realizing powerful and actionable business insights from their exploding volumes of data,” said [Gerald D. Cohen](#), CEO of Information Builders. “Our suite of powerful BI tools operating with the ParAccel platform ensures our users have an integrated, best-in-class solution for greater operational intelligence. We’re excited to embark upon this partnership and bring to market a valuable new offering.”

The partnership teams a pioneer in business intelligence tools with the most powerful analytic database platform, and links organizations to a seamless support network for building business

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analytics solutions that meet their specific needs. Information Builders provides innovative solutions for companies and governments to gather and analyze business information assets with tools optimized for enterprise networks, the Internet and mobile devices. ParAccel provides the industry's most powerful advanced [analytic database](#)—it performs difficult analytic exercises without the costly and time-consuming data manipulation other database products require and delivers the industry's best price-performance using standard tools and hardware.

“Information Builders is a venerable brand in business intelligence and consistently delivers comprehensive solutions that keep pace with ever-changing business and operational trends,” said [David Ehrlich](#), Chairman and CEO of ParAccel. “Layering their tools onto our platform provides users with a formidable BI engine for using information to gain competitive advantage in the marketplace. We're excited by the opportunity to team with Information Builders to provide organizations with deeper access to data than ever imagined, within time frames and budgets never before possible.”

About Information Builders

Information Builders' award-winning combination of business intelligence and enterprise integration software has been providing innovative solutions to more than 12,000 customers for the past 30 years. WebFOCUS is the world's most widely utilized business intelligence platform. It provides the security, scalability, and flexibility needed at every level of global extended enterprises. Its simplicity helps create executive, analytical, and operational applications that reach dozens to millions of users. Information Builders' iWay Software suite provides state of the art, multi-purpose, pre-built integration components that address all [SOA](#), application, data and information management requirements. Its integration adapters have been adopted by the leading software platform providers. Information Builders also offers solutions in the [performance management](#), [business activity monitoring](#), and [enterprise search](#) markets. The company's comprehensive enterprise product offerings give Information Builders' customers the ability to grow and innovate according to their needs.

Information Builders' customers include most of the Fortune 100 and U.S. federal government agencies. Headquartered in New York City with 90 offices worldwide, the company employs 1,450 people and has more than 350 business partners.

About ParAccel, Inc.

ParAccel, Inc. is the proven leader in scalable analytic price-performance. The ParAccel Analytic Database™ is a new generation, MPP-Columnar DBMS that is delivering breakthrough analytic capability in customer environments. Available as software or a virtual or packaged data warehouse appliance, it can be implemented on commodity hardware. Leading companies like Merkle, OfficeMax, and Autometrics use ParAccel to extend their analytic 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@paracel.com or 866-903-0335, or visit us at <http://www.paracel.com>.

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