

For ParAccel, Inc.:
Scott R. Humphrey
Humphrey Strategic Communications
(503) 644-9709
humphrey@strategic-pr.com
TDWI Booth #412

ParAccel Launches Company and Introduces High Speed Columnar Database for Analytic Processing

LatiNode will use the ParAccel Analytic Database to dramatically speed up and scale out critical business applications with greater efficiency

Orlando, FL – October 29, 2007 – ParAccel, Inc. formally launched its company and introduced the ParAccel Analytic Database, a high-speed, columnar database management system (DBMS) for all types of decision processing—from traditional data warehousing and analytics to operational BI and reporting. ParAccel’s management team includes technical founders and industry veterans from noted data management companies Netezza, Oracle, Teradata, Gupta and PointBase. The announcement was made today at the TDWI World Conference, where ParAccel is showcasing its new product.

The ParAccel Analytic Database is the vision of ParAccel Founder and CTO Barry Zane, member of the founding technical team at Netezza. With ParAccel, Zane set out to build a better solution for the many challenges posed by decision processing workloads. The ParAccel Analytic Database combines patent-pending innovations with a columnar, compressed, massively parallel, all-in-memory-capable architecture to yield significant gains over other database management systems in both performance and price/performance.

Runs on Standard Hardware

The ParAccel Analytic Database is available as enterprise software or as a virtual or packaged appliance and runs on standard hardware from all major vendors. The ParAccel Analytic Database installs and deploys quickly and can be implemented stand-alone in any environment or as a drop-in accelerator to add or extend analytic processing for an existing Microsoft SQL Server or Oracle platform. In addition, the ParAccel Analytic Database supports open standards such as ODBC and SQL 92 and works with the industry’s leading BI tools from vendors such as Business Objects, Cognos, Microsoft and MicroStrategy. The new product is a robust, fully transactional (ACID) DBMS. Built-in high availability features ensure high performance and continuous operation.

“The data warehousing market continues to evolve towards requirements for higher-performance at affordable price points,” said Dan Vesset, IDC vice president, Business Analytics. “For several years the demand for such DW system characteristics has outpaced the supply. The market is simply waiting for more options in the form of innovative solutions, such as the ParAccel Analytic Database, which are targeted directly at the business analytics market.”

LatiNode Eliminating Business-Critical Query Bottlenecks

LatiNode, Inc. is a US-based provider of advanced telecommunications services using Internet Protocol (IP) technology and one of the world’s largest players in the International VoIP industry, transporting close to four percent of global VoIP Long Distance (LD) traffic. LatiNode was seeking to solve its operational reporting scalability problems. After a yearlong evaluation of the

available solutions, and multiple proofs of concept (POC), the company selected the ParAccel Analytic Database.

“Our business-critical applications have become the eyes and ears of the company, and we need these applications to run faster,” said LatiNode Chief Operating Officer (COO) Miguel Viertel, based in Miami, FL. “Conventional tools can’t adequately handle our increasing amount of data and query complexity—not with the speed we need. “The ParAccel Analytic Database offers us a compelling solution for evaluating increasing amounts of data so we can make better informed decisions faster,” Viertel said.

One particularly daunting query at LatiNode, an operational BI query that performs important business analysis, currently takes 60 hours to run on Microsoft SQL Server. “We want to be able to run that business-critical query daily to further optimize operations,” Viertel said. “In our proof of concept, ParAccel ran that query in an amazing 2.5 minutes.”

Added ParAccel President and CEO David Ehrlich, “Pure and simple, the goal of ParAccel is to enhance our customers’ business results by delivering the world’s fastest, simplest and most cost-effective DBMS platform for analytic purposes. Our schema-neutral approach supports third normal form, dimensional, and denormalized data models to give customers the ability to add decision processing to environments that weren’t originally designed for it. We provide our customers a significant advantage in delivering on near-real-time and operational BI requirements with very low effort.”

Scalability and Simplicity

Business intelligence (BI) and analytic workloads typically include complex database operations such as joins, scans, aggregations and sorts which are difficult for row-wise databases to perform without manual tuning techniques such as data partitioning, materialized views, indexes, etc. This complexity leads to excessive costs and delays in implementing applications for business insight and advantage. Furthermore, as requirements for data latency shorten, costs to deliver that data increase exponentially, making objectives like operational BI very expensive to deliver.

To uniquely solve this problem, ParAccel delivers a columnar, compressed supercomputer implemented as any number of massively parallel compute “nodes” (rack-mounted servers or blades) behind one or more leader nodes running on cost-effective, standard hardware. The software’s appliance-ready design eliminates the performance tuning and maintenance typically required for BI and data warehousing platforms.

“The ParAccel Analytic Database doesn’t require indexes or other redundant structures, so what is often characterized as a 20TB data warehouse may only contain 5TB of user data,” said ParAccel CTO Zane. “The product then compresses this data to approximately 1TB, making it feasible to run completely in-memory for extremely high performance.”

Another key differentiator is ParAccel’s AMIGO™ implementation, which enables the ParAccel Analytic Database to drop in alongside an existing SQL Server or Oracle database to add instant performance and scalability without the risk, delay and cost of a database migration. An AMIGO implementation includes syntax compatibility and query interception as well as data synchronization with minimal latency.

Alliance Partners

Partners at launch include CGI Group Inc., one of the largest independent information technology and business process services firms in the world; Conversion Services International (CSI),

leading provider of strategic consulting services focused on data warehousing, business intelligence and data management solutions; and Solid Quality Mentors, a global provider of advanced education and solutions for the Microsoft data and development platforms; and Sun Microsystems (see associated press release).

Availability

The ParAccel Analytic Database software is available now. ParAccel offers two licensing options—\$1,000 per gigabyte for all-in-memory systems beginning at 100GB, or \$40,000 per node plus \$10,000 per terabyte for disk-based systems beginning at 5 nodes. Subscription licensing is also available starting as low as \$5,000 per month.

About ParAccel

ParAccel, Inc. is the proven leader in analytic DBMS performance and price/performance. The ParAccel Analytic Database combines patent-pending innovations with a columnar, compressed, massively parallel, all-in-memory-capable architecture and is available as a virtual or packaged appliance on standard hardware from all major vendors. It can be implemented stand-alone, or as a drop-in accelerator to extend an existing SQL Server or Oracle investment. ParAccel's management team includes technical founders and industry veterans from noted data management companies Netezza, Oracle, Teradata, Gupta and PointBase. ParAccel recently shattered the TPC-H benchmark performance and price/performance records at 100GB, 300GB and 1TB using a single configuration at each scale factor. ParAccel is headquartered in San Diego, CA. For more information please contact us at info@paraccel.com or 866-903-0335 X122, or visit us at www.paraccel.com.

###

©2007. All rights reserved.