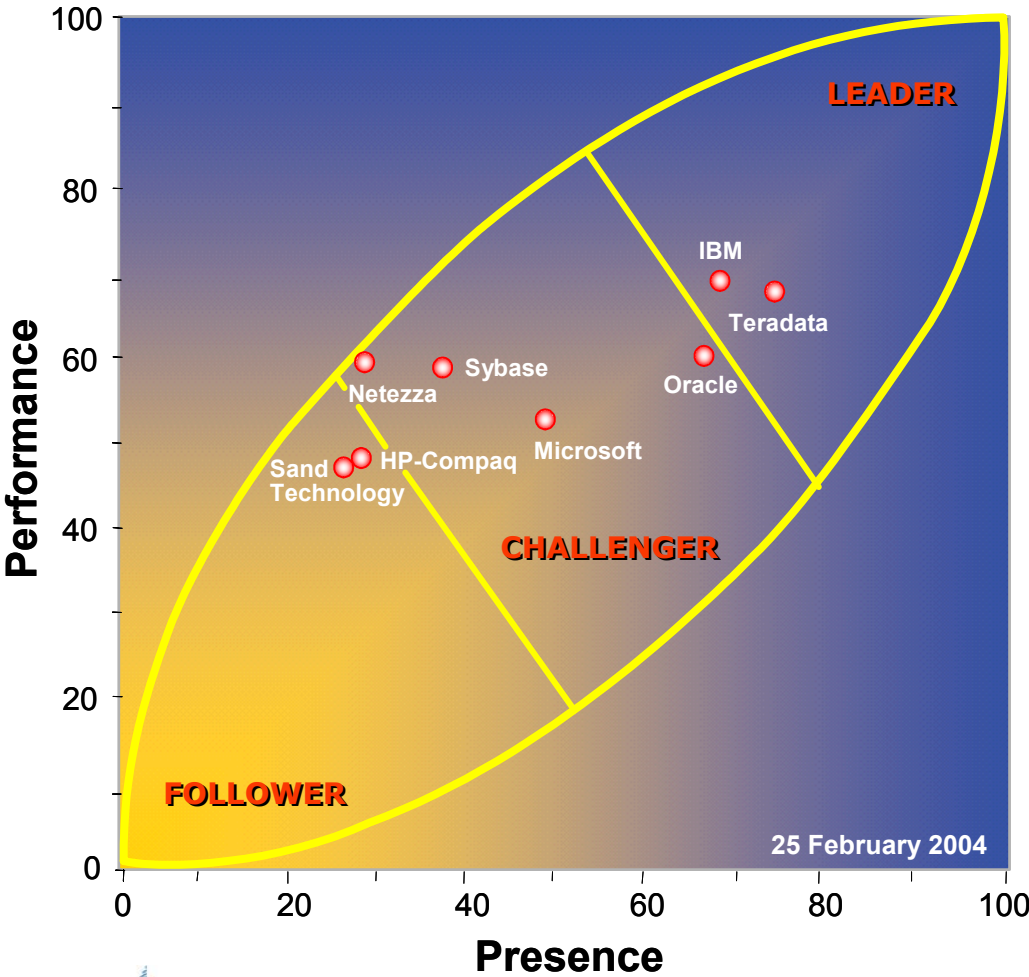


Enterprise Data Warehouse

METAspectrumSM Evaluation



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Vendor Evaluated: Netezza
Product Evaluated: Performance Server 8000 Series

I - Overall Vendor Ratings

Presence

Netezza Weighted Score				
Presence Criteria Area	Relative Weight	Category Rating	Points	Score
Vision/Strategy	20	Good	50	10
Channels/Partners	5	Fair/Good	35	2
Awareness/Reputation	20	Fair/Good	35	7
Geographic Coverage	5	Fair	20	1
Business Drivers	5	Good	50	3
Industry Focus	10	Fair	20	2
Investments	5	Good/VG	70	4
Share	30	Poor	0	0
TOTAL	100			28
<i>Note: The sum of the individual scores may not match the total score due to rounding.</i>				

Performance

Netezza Weighted Score				
Performance Criteria Area	Relative Weight	Category Rating	Points	Score
Technology	25	Good/VG	70	18
Services	18	Fair	20	4
Pricing	17	Very Good	82	14
Agility	5	Good	62	3
Financials	10	Fair	26	3
Execution	20	Good/VG	75	15
Personnel	5	Good	59	3
TOTAL	100			59
<i>Note: The sum of the individual scores may not match the total score due to rounding.</i>				

2 - Vendor/Product Evaluation

Vendor Contact Information	
Vendor:	Netezza
Headquarters Address:	200 Crossing Blvd., 5th Fl. Framingham, MA 01702
Phone:	(508) 665-6800
URL:	www.netezza.com

Evaluation Summary

Netezza is a new entrant into the enterprise data warehouse (EDW) market, a market heretofore dominated by traditional database vendors. The Netezza Performance Server (NPS), which became generally available in early 2003, delivers a potentially disruptive technology into the EDW market. Its appliance approach (i.e., server, software, and storage in one cabinet) is unique in this market. In addition, Netezza's innovative use of open source software (e.g., Linux, PostgreSQL) and commodity hardware brings the price point of large-scale data warehousing down to a level manageable by organizations on the high end of the SMB market.

As a new entrant, Netezza scored predictably low on the major presence axis in this METAspectrum. This is due in large part to very low name recognition, a small customer base for referenceability, and the associated lack of market share versus the more established players. The company did, however, score well on the performance axis of the METAspectrum, due in large part to price/performance and ease of management. The unique implementation of a massively parallel architecture via its snippet processing units (SPU) that combines storage and CPU on a single device, delivers processing power (e.g., 114 CPUs on its base 8100 model) well beyond its competitors at a significantly reduced price.

For Netezza, the timing seems to be right to enter a market that is just beginning to grow in earnest. In the next year, Netezza must focus on raising its company profile and continue to gain new customers. As with any startup, the challenge will be to grow faster than expenses while investing in product improvement.

Strengths

- ▲ Excellent price/performance with support for EDWs as large as 27TB, and with a price structure ranging from one-half to one-sixth that of its larger competitors.
- ▲ Management is extremely easy due to Netezza's MPP implementation, which requires no indexing and easily supports various data models.
- ▲ Ease of implementation derived from Netezza's appliance approach and low management requirements. This should help the company in turnaround time for on-site proof of concepts versus competitors.
- ▲ Strong messaging that stresses "all the data at half the cost" should play well to many companies with large analytic processing data requirements but without large enterprise data warehousing budgets.

Limitations

- ▲ Being a very small company with limited market visibility makes it difficult for Netezza to get on prospects' radar.
- ▲ Limited access to funding compared to that of its larger competitors means long-term viability will be an issue for some time.