

# Netezza® Extends TwinFin™ Appliance Functionality with Availability of SAS/ACCESS® Engine Integration

## Abstract

In late March of 2010, Netezza™ Corporation (<http://www.netezza.com>) announced that it has extended the capabilities of its TwinFin™ data warehouse and analytics appliance platform through its ongoing partnership with SAS® by integrating the SAS/ACCESS® Engine. This ENTERPRISE MANAGEMENT ASSOCIATES® (EMA™) Brief covers the announcement, and positions Netezza as a vendor that offers alternatives to traditional data warehouse solutions by bundling storage, processing, database functions and analytics into a single integrated system.

## Netezza Extends TwinFin Funtionality

On March 29<sup>th</sup>, 2010 Netezza (NYSE: NZ) announced its support of the SAS/ACCESS® Engine available with its TwinFin data warehouse appliance – a partnership designed to provide seamless integration of TwinFin hosted data to SAS enterprise applications.

Netezza is publically held and is headquartered in Marlborough, MA with eleven offices outside the U.S. The company began operations under its current name in November 2000 and presently serves hundreds of clients across the digital media, energy, financial services, government, health & life sciences, retail and telecommunications industries.

Netezza delivers data warehouse appliance solutions that combine storage, processing, database and analytics in a single integrated system. These systems are preconfigured and generally require little to no indexing or tuning. Netezza's product family consists of: TwinFin, a data warehousing and analytic appliance scalable from under 1 terabyte to multiple petabytes; TwinFin i-Class™, an advanced analytic appliance that supports MapReduce, Python, R and Hadoop; Netezza Skimmer™, a data warehouse and analytic appliance designed for small-scale business intelligence; Netezza Spatial™, an analytic appliance specifically designed to leverage geo-spatial data; and Mantra™, a database activity, security and compliance solution.

The integration of SAS/ACCESS Engine delivers new predictive analytics capabilities to clients of both companies that allow the end user of the application to experience what Netezza claims is 10-100x performance improvement over traditional data warehouse solutions. SAS users will benefit from fast load times of analytic models as well as the opportunity to include greater amounts of data in their analysis process while saving time and money on each project.

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## Key Observations

- Netezza's partner network is growing steadily adding advanced capabilities and flexibility to the TwinFin platform.
- The addition of MapReduce, R and Hadoop capabilities to the TwinFin i-Class platform matches feature improvements already launched or under development by key competitors.

- The SAS/ACCESS Engine integration partnership is in production and available for clients of both companies
- For detailed information on the Netezza product family, go to <http://www.netezza.com/data-warehouse-appliance-products/index.aspx>

## EMA Perspective

Innovation and competition continue to be the primary themes in the highly competitive data warehouse and analytic appliance space as more vendors rely on partnerships to help extend the scope of features demanded by the maturing end-user community. Netezza has pioneered this category and continues to set a solid pace with regards to feature set and solution expansion. Netezza launched its newly developed fourth-generation product family in August/September 2009. Evidence of their continued focus on partner innovation can be seen in the recent release of the TwinFin i-Class appliance that supplies both a development and execution platform supporting analytic applications that run inside the appliance close to the data. SAS is already leveraging this feature to deliver its complex models for faster analysis utilizing the increased speed to save time and analyze larger data sets for more in-depth results. Other partners developing solutions on the TwinFin i-Class platform include TIBCO Spotfire, Microstrategy, Pursway and QuantiSense.

When data warehouse appliances first entered the market there was a need for education, and many companies exhibited a wait and see attitude to appliances in general. This has given way to heavy adoption and to significant competition in the space. Netezza now shares the appliance landscape with many companies including Teradata, Oracle, Greenplum, Vertica, AsterData, Kognitio and even Microsoft. Microsoft's Parallel Data Warehouse is based on technology it received from the purchase of appliance vendor DataAllegro. The solution is scheduled for general release in the coming months.

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**Netezza maintains a solid position in the market and should be on your short list when evaluating data warehouse and analytic appliance solutions.**

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Netezza's addition of SAS/ACCESS Engine provides integration between SAS and the TwinFin appliance. The engine is able to read, write and update data in a manner that makes the Netezza powered data appear native to SAS applications. The extension of the appliance capabilities coupled to mission critical enterprise applications is a growing trend in the appliances market and enhances the offerings of both companies.

Netezza's decision to move away from its own proprietary designed hardware to industry standard, multi-core Intel-based blades in 2009 has enhanced its position in the market and removed a significant sales and technology hurdle for the company. Netezza will continue to be challenged by new competition in the space as well as smaller companies that may be more nimble or deliver niche innovative. New solutions from Oracle, Teradata, Microsoft and IBM will also challenge Netezza's share of the market moving forward. At present Netezza maintains a solid position in the market and should be on your short list when evaluating data warehouse and analytic appliance solutions.

### About EMA

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