



The Partnership  
Advantage

## Features

- Tera-scale data warehouse appliance (DBMS software, system hardware, high-speed storage)
- Asymmetric Massively Parallel Processing (AMPP) architecture—best combination of SMP and MPP for tera-scale, complex query processing
- Intelligent Query Streaming—query functions and management implemented in silicon, data streaming at the disk level
- Integrated (appliance) packaging
- Industry-standard interfaces (SQL, ODBC, JDBC)
- Full compatibility with market-leading BI tools, applications and infrastructure

## Benefits

- Performance—10-100x the performance of existing data warehouse solutions
- Iterative, real-time analytics—Enabling ad hoc queries and complex analytics with terabytes of data
- Affordability—Low acquisition and ongoing administration and maintenance costs, including expensive DBA time
- Manageability/ease-of-use—Appliance packaging and pre-tuning limit systems and database administration needs (less than one DBA for ongoing administration)
- Linear scalability—From 300GB to hundreds of TB of user data
- Flexibility/agility—Easy addition of modular processing units for scalability and reconfiguration
- Structural reliability—Advanced mirroring techniques ensure reliability (full tomlc / Consistent / Isolated / Durable transaction management with RAID and hardware mirroring)

## The Performance Advantage

The rapid growth of corporate data and an increasing demand for complex analysis pose a serious challenge to existing Business Intelligence (BI) platforms. Your clients rely on you to help them overcome this obstacle.

**You can now offer 10-50x performance at half the cost.**

The Netezza Performance Server® 10000 Series is an enterprise-class data warehouse appliance that delivers breakthrough performance and ease-of-use at a fraction of the cost of traditional data warehouses. By architecturally integrating database, server and storage within a single system, the NPS® system manages fast data loads and delivers 10 to 100 times the performance at half the cost of existing data warehouse systems. The NPS system enables organizations with terabytes of dynamic, detailed data to dramatically simplify even the most complex BI initiatives. Built for quick deployment, simple administration and nearly infinite scaling, the NPS system is fully compatible with companies' existing BI infrastructure, applications, legacy systems and data. The total cost of ownership (TCO) is a fraction of the cost of solutions currently on the market, making the NPS system an affordable solution for tera-scale BI.

## The Partnership Advantage

Netezza is building relationships with market-leading partners who have expertise in specific vertical markets and provide complementary skills to enhance the value proposition of the Netezza Performance Server product line. Netezza's three Alliance Programs are designed to create value for our partners and provide a foundation for ongoing profitable relationships.

### System Integrators

System Integrators have dedicated Data Warehousing and Business Intelligence practices within their organizations. Members of the Netezza System Integrator Alliance Program specify and recommend the architecture of corporate DW/BI solutions.

### Solution Providers

Solution Providers offer packaged and customized solutions with an emphasis on analytics. Members of the Netezza Solution Provider Alliance Program can either bundle Netezza products with their offerings or label their solutions as being Netezza-compatible.

### Complementary Technology Partners

Complementary Technology partners offer technologies that integrate with the Netezza product line as part of a corporate data analysis infrastructure. Members of the Netezza Complementary Technology Alliance Program primarily provide horizontally oriented technologies including Business Intelligence and analysis platforms, data validation and ETL suites.

Netezza's approach is unique and inherently more scalable than any other solution I have seen, and offers the possibility of significant performance enhancements for any customer with demanding Business Intelligence challenges."

Jeffrey A. Bedell, CTO,  
MicroStrategy

## The Business Advantage

Our technology takes the best applications supplied by technology partners combined with solution provider domain expertise and secures peak performance. Netezza's business model is 100% complementary to your operation. We provide superior infrastructure technology; you provide domain expertise, BI tools and applications, exceptional professional services, project teams and integration services. Together, we give your customers a significant competitive advantage by providing a solution with the highest performance and lowest TCO.

Help customers put the power of the NPS system to work. Our enterprise-class customers—AT&T Wireless, The TJX Companies, Orange UK, Premier Inc., Epsilon, Shoppers Drug Mart Corporation and others all have something in common. They understand the need to quickly and comprehensively analyze the terabytes of dynamic, detailed data they've collected to make informed, proactive decisions for their business. They want a solution that is affordable and easy to administer and maintain, and they realize that the Netezza Performance Server (NPS) system, which delivers 10-50x the performance of existing data warehouse options at half the price, is the powerful, affordable, easy-to-use solution they need.

## Collaboration You Can Count On

Netezza is committed to the success of our partners. By joining one of our alliance programs you gain access to the highest level of service and leverage the best technology. Working with a dedicated alliance manager, each partner builds a customized program plan that meets your business requirements and ensures mutual long-term value.

Dedicated Support	We have a fully staffed channels team to work with Partners on sales and technical initiatives.
Extensive Technical and Business Development Training Courses	We regularly offer both technical and business development training courses to ensure that you are thoroughly educated about Netezza and the NPS system.
Comprehensive Certification Program	We recognize the importance of securing certified integration of Netezza technology with our technology partners' tools. Partners receive access to Netezza's Certification Labs to test solutions and ensure interoperability.
Attractive Referral Program	We have a structured referral program that enables and encourages both parties to establish an ongoing and profitable relationship together.
Innovative Marketing Programs Support	Press releases, webinars, events and direct mail are just a few of the cooperative marketing opportunities we offer partners.

“Our Informatics business intelligence products are some of the most valuable resources we provide to our alliance members and other hospitals. Netezza gives us the opportunity to improve and extend these services by powering the intelligence infrastructure that we use for queries of terabytes of data. When we validated the dramatic increase in flexibility, speed and overall performance of the NPS appliance, along with a lower total cost of ownership, the decision to replace our existing processing infrastructure was straightforward.”

Gary Feierstein,  
Vice President of Information Technology,  
Premier, Inc.

## Leveraging the Netezza Advantage Today

**Netezza delivers breakthrough technology which provides significant ROI for your clients.**

Netezza has developed a large network of partners to provide the industry and application expertise our customers need. The NPS product line provides a data warehousing platform with unbeatable performance, value and simplicity and we rely on our valued partners for a complete BI solution. As such, we recognize the importance of providing our partners with the most comprehensive support programs in the industry. Partner with Netezza today and start realizing the RESULTS.

### About Netezza

Netezza is the global leader in data warehouse appliances that dramatically simplify high-performance analytics for business users across the extended enterprise, delivering significant competitive and operational advantage in today's information-intensive marketplaces. The Netezza Performance Server® (NPS®) family of streaming analytic™ appliances brings appliance simplicity to a broad range of complex data warehouse and analytic challenges. Customers who have realized the benefits of Netezza appliances include Ahold, Amazon.com, CNET Networks, Debenhams, Department of Veterans Affairs, Epsilon, Nationwide, Neiman Marcus, Orange UK, Premier, Inc., Ross Stores, Ryder System, Inc., The Carphone Warehouse, Telekom Slovenia and Virgin Media. Based in Marlborough, Mass., Netezza has offices in Washington, DC, the United Kingdom, Canada and Asia Pacific.

**For more information about Netezza, please visit [www.netezza.com](http://www.netezza.com)**

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The logo for Netezza, featuring the word "NETEZZA" in a bold, italicized, sans-serif font.

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