



FEATURES AND BENEFITS

KEY FEATURES

- Terascale analytic appliance (DBMS software, system hardware, high-speed storage)
- Asymmetric Massively Parallel Processing™ (AMPP™) architecture - Best combination of SMP and MPP for terascale, complex query processing
- Patented Streaming Architecture - Query functions and management implemented in silicon, data streaming at the disk level
- Integrated (appliance) package
- Industry-standard interfaces
- Full compatibility with market-leading BI tools, applications and infrastructure
- Open platform for advanced algorithmic development

KEY BENEFITS

- **PERFORMANCE**
10-100x the performance of existing data warehouse and analytic solutions
- **ITERATIVE, REAL-TIME ANALYTICS**
Enabling ad hoc queries and complex analytics with terabytes of detailed data
- **AFFORDABILITY**
Low acquisition and ongoing administration and maintenance costs
- **MANAGEABILITY / EASE-OF-USE**
Appliance packaging and pre-tuning limit systems and database administration needs
- **LINEAR SCALABILITY**
From a few hundred GB to hundreds of TB of user data
- **FLEXIBILITY / AGILITY**
Easy addition of modular processing units for scalability and reconfiguration
- **STRUCTURAL RELIABILITY**
Full mirroring and ACID transaction management
- **LOW POWER, COOLING & SPACE CONSUMPTION**
High performance in a compact footprint

Retailers Use Comprehensive BI to Deepen Customer Relationships, Improve Operations and Increase Profits

Successful retailers are able to plan, allocate, price and market products according to ever-changing patterns of supply and demand. To do this effectively, they need to analyze how customers behave. To develop and implement successful strategies and respond to changing conditions, retailers must also absorb and react to third-party data such as vendor delivery schedules and, in the not-too-distant future, RFID supply chain tracking data. By quickly and comprehensively analyzing this massive volume of data, and running multiple iterations, retailers can effectively forecast buying patterns. This leads to better inventory control, improved operations and deeper customer relationships through better targeted marketing, pricing and promotions.

Until now, retailers have turned to market-leading Business Intelligence (BI) solutions to analyze terabytes of dynamic, detailed customer data. But these systems are costly and time-consuming to administer and support, and are limited by the scalability and performance of the underlying database and processing engine on which queries are run. Traditional, general-purpose solutions simply aren't powerful or scalable enough to keep pace with constantly growing and changing amounts of data, causing retailers to wait too long for basic scheduled reports, let alone ad hoc or more sophisticated ones. Many retailers don't have the multi-million dollar budgets to implement, upgrade and maintain the systems needed to analyze terabytes of historical data. Consequently, they use an outdated and incomplete snapshot of their customer data to make critical decisions about merchandising optimization, pricing, marketing, promotions and inventory management, diluting their revenue growth and profitability.

Not anymore.

With the Netezza Performance Server® (NPS®) family of streaming analytic™ appliances, you can optimize the BI analytic tools you already rely on to realize real-time results for comprehensive analysis of your customer data. An enterprise-class analytic appliance, the NPS system delivers ease-of-use and 10 to 100 times the performance of traditional data warehouse systems – for half the cost. The NPS system powers in-depth, real-time analysis of all your data and analytic, enabling you to improve customer loyalty with more effective marketing campaigns and promotions, better forecasting and more effective pricing strategies for increased revenues and decreased costs.

Proven Results: 10-100x Performance for Half the Cost

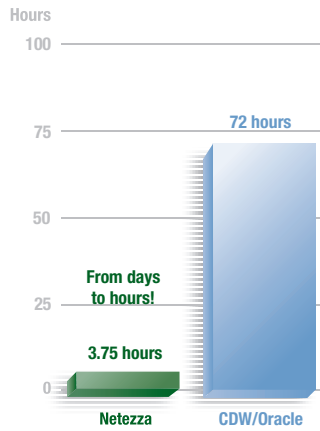
With the Netezza Performance Server system, retailers have realized orders of magnitude improvement in their query response times, with dramatically lower TCO and far less effort transforming the way they do business.

Challenge: A leading grocery retailer was unable to quickly analyze customer market basket purchase information to better understand how customers bought items together. On their Sun/Oracle platform this analysis was taking more than three days to complete and required a lot of manual intervention from IT resources. The response time made it difficult for users to even get this information, much less be able to analyze the data thoroughly by doing iterative analyses around interesting findings. In addition, the IT resources required to perform this analysis created further impediments and added cost.

Result with the Netezza system: Using the company's unmodified BI application, the NPS appliance ran the same market basket analysis, which had been heavily tuned for the Oracle system, in less than four hours with no manual intervention. Business users at this retailer are excited about these results and eager to leverage the improved BI performance to uncover nuanced trends for greater competitive differentiation.

Market Basket Analysis

Actual results using the Netezza Performance Server system for market basket analysis. The NPS system reduced the time from three days to less than four hours!



Transform Your Business with Netezza

The Netezza Performance Server family of streaming analytic appliances brings appliance simplicity to a broad range of complex data warehouse and analytic challenges. For data-intensive organizations worldwide, Netezza appliances deliver breakthrough performance, unmatched ease of deployment and operation, and innovative flexibility and scalability at a fraction of the cost of traditional solutions.

Designed specifically for high-performance, terascale analytics, the NPS system architecturally integrates a relational database, server and storage into a single compact and power-efficient unit. The system's advantage comes from its patented streaming architecture. Netezza has placed processing power next to the data, so analysis occurs at the source at streaming speeds, delivering an unprecedented 10-100 times the performance of traditional systems at a fraction of the cost. Analyses that took days now take just seconds. This means a dramatic increase in productivity across the enterprise and faster time to value for business initiatives. Netezza appliances are changing the way organizations leverage information, creating a powerful analytic foundation for a new generation of business analytics that improve strategic decision-making and drive results.

Don't miss out on the opportunity to increase profits with new and improved services and reduced administrative costs. Learn more about Netezza by calling 1-866-Netezza or by visiting us on the web at www.netezza.com.

About Netezza

Netezza is the global leader in analytic 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, Neiman Marcus, Orange UK, Premier, Inc., Ross Stores, Ryder System, Inc., The Carphone Warehouse and Virgin Media. Based in Framingham, Mass., Netezza has offices in Washington, DC, the United Kingdom and Asia Pacific. **For more information about Netezza, please visit www.netezza.com.**

Imagine the Possibilities

Analyze results in minutes or seconds, not days or hours, so you can:

- Respond in real-time to changing customer buying patterns
- Develop more timely and targeted promotions based on customer buying behavior and changing external factors
- Forecast buying and mark down prices based on comprehensive analysis of supply and demand, enhancing customer loyalty
- Mine detailed supply chain data, providing a real-time snapshot of inventory to anticipate problems and enable true "just in time" inventory management



"Ahold views the data warehouse as central to the way we manage product availability and operations and increase customer satisfaction. We chose the NPS system because it delivers the increase in performance we wanted without causing us to re-engineer our entire CDW. Now, we can achieve results in minutes instead of hours, eliminating stale data and enabling us to be even more flexible and targeted with our decisions."

Al Clevenger

Director of Data Management & Data Warehouse Services,

Ahold USA