



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

Telecommunications Leaders Increase Profits and Build Customer Relationships with Faster, More Cost-Effective Access to BI Information

Telecom carriers function in highly competitive environments, with tight margins and fleeting customer loyalty. Revenue leakage, fraud, customer churn and inefficient call routing put intense pressure on profits. Carriers must perform real-time analysis of traffic and usage patterns to improve their services, network utilization and customer service, and succeed in today's market. They rely on analysis of their terabytes of CDR data to help them make business-critical decisions that will positively affect their bottom line. Analyzing and integrating in-depth data from multiple departments enables carriers to better understand their customers and their calling patterns, and how their network is being used, allowing them to make informed decisions.

Until now, carriers 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 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. The telecom industry has spent billions of dollars to implement these solutions, yet carriers must sample and summarize data and face lengthy waits for query results. Consequently, they use an incomplete snapshot of their customer data to make critical decisions on reducing revenue leakage and churn, mitigating fraud and optimizing network usage.

Not anymore.

With the Netezza Performance Server® (NPS®) family of 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 for large, complex and constantly evolving BI efforts at half the cost of existing systems. The NPS system powers in-depth, real-time analysis of all your data, enabling you to improve profitability, fix revenue leakage, increase billing accuracy customer service, audit network operations and enhance your marketing programs.

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

With the Netezza Performance Server system, telecom carriers 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.

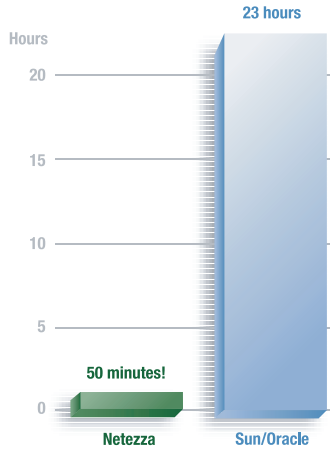
Challenge: A leading wireless carrier is using Netezza to track and analyze the 250M CDRs they collect on a daily basis. The carrier had previously struggled with a six-hour query time for summarizing a single day's worth of vital CDRs for revenue assurance analysis and more than 23 hours for a traffic pattern analysis. Analysts couldn't even imagine conducting detailed analysis on months of historical data.

Result with the Netezza system: Without DBA-intensive optimization, the NPS system reduced both query times to just minutes, producing results on complex queries of 120 days of data for revenue assurance analysis in less than 30 minutes. For the traffic pattern analysis, the NPS system reduced the query time to less than 50 minutes. The carrier is now able to automate its revenue assurance programs to improve inter-carrier billing and maximize profitable network utilization. With their new scalable solution they expect to save millions of dollars in previously missed billings. And as the customer's data continues to grow, the NPS system's scalability will eliminate the need for expensive upgrades of existing general-purpose servers and storage. For this wireless carrier, reduced revenue leakage and enhanced performance means increased revenue and lower ongoing database administration costs.

US Wireless Carrier

Actual results using the Netezza Performance Server appliance for traffic pattern analysis. The NPS system reduced response time from hours to just minutes.

Traffic Pattern Analysis



Imagine the Possibilities

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

- Lower your revenue leakage and improve your inter-carrier billing process
- Conduct more comprehensive customer and trend analysis to reduce customer churn
- Improve network utilization and find new least cost routing options
- Track fraud patterns more accurately to reduce fraud across your network
- Perform real-time analysis on your entire network traffic data to determine customer and network usage patterns
- Improve customer service by tracking service performance in real-time



"In a very short period of time, the NPS system has proved its value and delivered what we expected-speed, power and unmatched capability for CDR analysis."

Judith Galpin

Manager of Revenue Protection & Business Intelligence,
Orange UK

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 through deeper, more comprehensive analyses at half the cost of your existing system. Learn more about Netezza by calling 1-866-Netezza or by visiting us 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.**