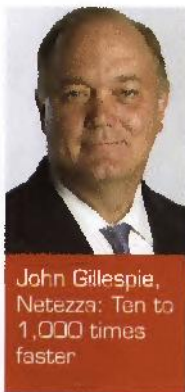


## WIND Telecom turns to Netezza to improve its business intelligence



John Gillespie,  
Netezza: Ten to  
1,000 times  
faster

Italy's triple-play communications provider, **WIND Telecomunicazioni SpA**, has migrated its business intelligence analysis from Oracle to Netezza's leading data warehouse appliance platform. Massachusetts-based **Netezza Corporation** (NYSE: NZ), a global leader in data warehouse and analytic appliances, says the

move away from the previous technology was driven by WIND Telecom's desire to enhance performance while controlling costs. WIND Telecom is also said to be evaluating Netezza for other data warehousing initiatives.

Massimo Pistoni, business intelligence manager at WIND Telecom, explained: "As we approached 10 terabytes of data, we started to experience performance issues with the legacy systems, and decided to search for an alternative. We evaluated platforms such as those offered by IBM, Sybase, Teradata and Netezza and ultimately selected Netezza's platform for its compelling price/performance ratio.

"The data was quickly migrated to the Netezza system, and we use Business Objects and SPSS Clementine to perform the analysis. We already have about 500 users who are accessing the new business intelligence system with great satisfaction," said Pistoni.

The Netezza system was specified and installed by **ICare**, a local data warehousing and BI specialist. WIND Telecom users are now able to perform increasingly complex queries in near real time, and the BI team plans to further extend the use of Netezza later this year.

Talking exclusively to VanillaPlus at BSS Summit in Amsterdam about the wider picture, John Gillespie, Netezza's vice president & general manager, Global Telecommunications said, "The problem for companies is dealing with high volumes of data and having the architecture meet the business requirements. Netezza takes database capacity and 'parallelises' it so that thousands of processors can work on it simultaneously. We are processing streams of data in real time ... and can ask questions on several hundred terabytes of data. So the databases run 10 - 1,000 times faster, with a quarter of the investment."