

APPNEXUS “NETEZZA IN THE CLOUD” DATA WAREHOUSE SERVICE

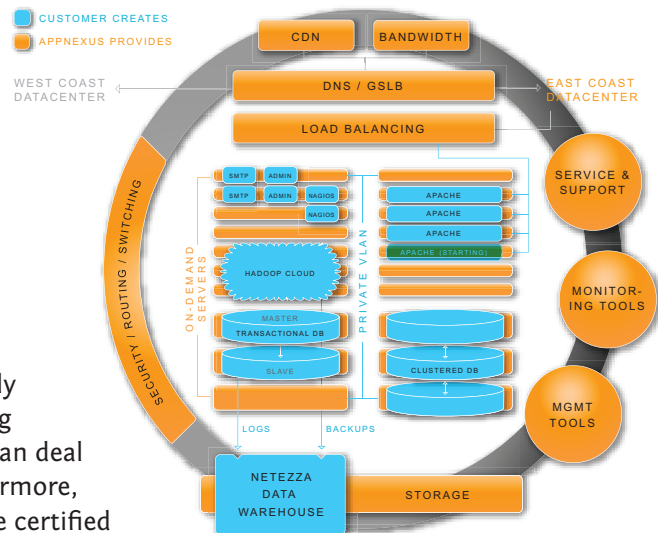
AppNexus offers an enterprise-class “Infrastructure as a Service” as a way to build an infrastructure in minutes, not months. AppNexus clients can launch a project instantly without a long-term infrastructure commitment or capital expenditure; they can perform compute-intensive processes, analytics, and data warehousing without the red tape, headaches, and time delay that used to be required. IaaS is a growing field, but the unique AppNexus value proposition is a focus on security, reliability, performance---the kind of production-ready infrastructure you would build for yourself.

APPNEXUS-NETEZZA SYNERGY

AppNexus has partnered with Netezza, the market leader in data warehouse appliances, to offer its customers a data warehouse cloud service.

Netezza data warehouse appliances provide a database-server-storage configuration in a purpose-built system designed to perform complex queries against large volumes of stored data. Netezza data warehouse appliances are designed for blisteringly fast analysis against terabytes of data 10--100 times faster than traditional solutions, with a lower TCO and greater ease of use. Netezza uses massively parallel processing and an architecture that puts processing right inside storage to provide a brute force solution that can deal with complex analytics against large data volumes. Furthermore, Netezza appliances comply with ANSI standard SQL and are certified with all industry-leading business intelligence, statistical analysis, and ETL platforms, including Business Objects, Cognos, Informatica, MicroStrategy, and SAS.

As a standalone system, Netezza appliances have an extremely fast and easy implementation process, and customers realize a significantly faster time to value with Netezza implementations than with other data warehousing options. The AppNexus “Netezza in the Cloud” service extends the simplicity of Netezza implementations by offering rapid provisioning, scalability on demand, and pay-as-you-go pricing based on utilization. This gives customers a compelling new and better option for their immediate, and often elastic, terabyte-scale data analysis needs.



ABOUT APPNEXUS

AppNexus is the leader in enterprise-ready cloud computing, with features such as dedicated servers, VLANs, SLAs, geographically disparate datacenters, and hardware load balancing. The AppNexus cloud is especially appropriate for online media and other ecosystems that must serve billions of transactions and communicate in real-time without the latency, bandwidth, and security issues of the public Internet. The AppNexus team developed their experience with managing mission-critical applications by building and operating the Right Media Exchange, which handled 100,000 transactions per second across six datacenters and 2,500 servers.

ABOUT NETEZZA

With the invention of data warehouse appliances, Netezza revolutionized and simplified analytics for companies drowning in data and struggling to find the processing speed and power to analyze and understand what it all meant. Today, Netezza is the data warehouse appliance leader, combining storage, processing, database and analytics into a single system that delivers 10-100x the performance, at half the cost and one-third the power of other approaches. Think of it as a Ferrari, with the price and efficiency of an economy car.

With hundreds of customers including Amazon.com, Nationwide, Neiman Marcus, Orange UK, The Sherwin-Williams Company, Virgin Media and more, and offices worldwide, Netezza (NYSE Arca: NZ) is a proven solution to the rising costs and complexity of data warehousing and analytics. Our impressive ecosystem of global partners, including Ab Initio, Business Objects, Cognos, EMC, IBM, Informatica, Microsoft, MicroStrategy, SAS and others and an expansive list of system integrator, reseller and Netezza Developer Network partners worldwide means our customers can rest assured that Netezza will live comfortably within any existing infrastructure they have in place.