



## NETEZZA'S DATA APPLIANCE MAKES GOOD IMPRESSIONS FOR APPNEXUS

*Real-Time Ad Buying Platform Serves Tens of Billions of Advertising  
Impressions and Reduces Cost of Ownership with Netezza*

**ad:tech**

**NEW YORK, NY—November 4, 2009—ad:tech—**[Netezza Corporation](#) (NYSE: NZ), the global leader in [data warehouse and analytic appliances](#), today announced that [AppNexus](#) is using the Netezza® data warehouse appliance to power its innovative real-time ad buying platform. By choosing Netezza, AppNexus was able to get to market quickly with a 92 percent reduction in operating costs. With rapid analytics enabled by Netezza, AppNexus advertisers can run an intensive data analysis for every ad impression purchased in real-time, which leads to dramatic increases in advertising performance metrics.

The Netezza-powered AppNexus real-time ad buying platform facilitates transactions between aggregators of publisher ad inventory and leading buyers of online advertising. Ads are placed based on up-to-the-moment information about what ad content, placement and timing generates the highest response and revenue. After installing the Netezza data appliance, AppNexus was able to rapidly go from processing 1.5 million requests each day to more than 400 million requests per day. The Netezza system is scalable to serve tens of billions of advertising impressions per month for AppNexus, at a rate of 30,000 per second.

“Rather than investing time in architectural challenges and technical headaches, Netezza enabled us to focus our resources on the core business of innovating the real-time ad buying market,” said Mike Nolet, chief technology officer of AppNexus. “Netezza’s simple approach to terabyte-scale data analysis offers us a significant competitive advantage and had a huge impact on our ability to launch ahead of schedule.”

Netezza’s data appliance is a key factor in AppNexus’s success. Watched as one of the most respected up-and-coming companies in the demand-side platform (DSP) market, AppNexus was founded by Brian O’Kelley and Mike Nolet, the technical team behind the world’s first and most successful ad exchange, Right Media, which sold to Yahoo! in 2007 for \$850 million.

“With the speed and power of Netezza’s data appliance, AppNexus is successfully stripping away age-old inefficiencies and reinventing the ad network market,” said Brad Terrell, vice president and general manager of Digital Media at Netezza. “By choosing Netezza over MySQL or Hadoop, AppNexus was able to launch ahead of schedule and reduce engineering staff requirements from 30 to three. Between the engineering cost savings and the advantages of rapid analytics, Netezza delivers with measurable bottom-line results to AppNexus on a daily basis.”

### **About AppNexus, Inc.**

AppNexus is the most advanced platform for buying real-time online advertising. AppNexus

offers its clients, which include the largest ad networks and online advertisers, a proprietary gateway to premiere ad exchanges and ad inventory aggregators, and cloud computing capabilities for unrivaled scalability. AppNexus is based in New York City, and is backed by investors including Venrock, Kodiak Venture Partners, and First Round Capital. More information can be obtained by visiting AppNexus online at [www.appnexus.com](http://www.appnexus.com).

#### **About Netezza Corporation**

Netezza Corporation (NYSE: NZ) is the global leader in data warehouse and analytic appliances that dramatically simplify high-performance analytics across an extended enterprise. Netezza's technology enables organizations to process enormous amounts of captured data at exceptional speed, providing a significant competitive and operational advantage in today's data-intensive industries, including digital media, energy, financial services, government, health and life sciences, retail and telecommunications. Netezza is headquartered in Marlborough, Massachusetts and has offices in Northern Virginia, Canada, the United Kingdom, Germany, France, Poland, Japan, Korea, Australia and Singapore. For more information about Netezza, please visit [www.netezza.com](http://www.netezza.com).

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