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The New York Stock Exchange Uses 1010data On-Demand Business Intelligence Solution to Support Global Exchange Integration Strategy

July 21, 2008 -- Latest 1010data Platform Provides the NYSE with Complex Analytic Capabilities to Explore Multi-Terabyte Databases in Seconds

NEW YORK – July 21, 2008 – 1010data, a provider of hosted, ad-hoc business intelligence solutions, today announced that the New York Stock Exchange (NYSE) is using the newest version of the 1010data platform to analyze multi-terabyte databases in seconds. By providing the NYSE with leading-edge analytic capabilities, 1010data allows users to understand, leverage and utilize market data better and faster than ever before.

In 2001, 1010data entered into a proof of concept with the NYSE to manage and publish market data. Since then, the NYSE has built a revenue-generating product division around the data 1010data manages, including raw data feeds and web-based applications. It also uses 1010data to conduct its own market research data analysis and to provide the back-end service for its NYXdata Web site which gives subscribers access to a vast amount of NYSE data.

“1010data has allowed the NYSE to analyze, manage and distribute unlimited quantities of data, and the ease-of-use and speed of the latest version of its platform empowers us to push the limits of query sophistication,” said Mark Schaedel, vice president of data products, NYSE Euronext. “With our rapid explosion in data volume, 1010data has delivered consistent and reliable service for almost seven years. 1010data is also a key component of our strategy for handling the market data aspects of our global expansion efforts with Arca and Euronext mergers.”

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The 1010data hybrid business intelligence (BI) platform combines back-end analytical functionality, accuracy and performance, with front-end usability, giving users the tools to analyze, manage and present data. The latest version of the 1010data platform is a flexible, scalable solution that is best-in-class in terms of cost, speed, ease-of-use and reliability. Delivered as a service, the platform is implemented quickly so companies experience high speed-to-value and very rapid ROI. With the ability to integrate new data sources daily, 1010data provides enterprises with an easy, unique BI solution that lets them get the most out of their data.

“Any type of business – regardless of size or industry – is flying blind if it can’t make fast, correct decisions based on data,” said Joel Kaplan, president and CEO, 1010data. “1010data provides an analytical playground for users, giving them the ability to express complicated business ideas in virtually real time. 1010data ensures that organizations – even as they grow and their business needs continue to evolve – can get the most out of data.”

That newest version of the 1010data platform includes new features like multi-aggregation tools, time-series analysis, click-stream analysis and sophisticated ETL, among others. To learn more about the 1010data platform, visit: <http://www.1010data.com>.

About 1010data:

1010data provides high-performance ad-hoc analytics for business intelligence, empowering organizations with a fast, reliable and easy-to-use solution to get the most out of data. The company's hybrid business intelligence tool provides a unique platform that combines front-end usability with back-end analytical functionality. Delivered as a Software-as-a-Service (SaaS) solution, 1010data returns complex, sophisticated query results from very large datasets in seconds, allowing organizations to make quick, critical decisions and enabling them to express complicated business ideas. To learn more about 1010data, visit: <http://www.1010data.com>