

1010data's Unique Big Data Analytics Platform Sees Stunning Growth in 2011 *Company's Fast and Easy "Trillion-Row Spreadsheet™ Experience" a Hit with Users*

NEW YORK (January 4, 2012) – [1010data](#), Inc., provider of the leading cloud-based, Big Data analytics platform, announced today the results of its annual ecosystem review, revealing large growth in data under management, number of customers, number of users, and level of system utilization.

The total volume of customer and partner data present in the 1010data analytical ecosystem increased by 33%, while the number of records under management grew at an even faster rate of 45%. Together, these numbers indicate growth in both the size and diversity of data assets being placed in the 1010data cloud. In total, there are now more than five trillion records in the 1010data cloud, which comprises thousands of individual tables, the largest containing nearly a half-trillion rows.

The number of business analysts using 1010data's web-based analytical tools grew by 25% while the estimated number of people consuming analytical results produced using 1010data increased 50%, demonstrating a strong network effect in the adoption of 1010data's approach to Big Data analytics.

The total number of 1010data customers also increased dramatically in 2011, up by nearly 50% thanks in large part to the company's growing presence in the Retail and Consumer Packaged Goods (CPG) industries. For example, in the third quarter, Dollar General, America's largest retailer by store count, extended their use of 1010data to provide a new analytical portal for their many CPG suppliers. Since its release, the portal has gained more than 70 new users, including SC Johnson, Coca-Cola, Purina, Nestle, and other top consumer brands.

"For ten years, 1010data was a well-kept secret among leading firms in financial services, retail and other industries, with customers using our analytics platform to achieve business gains from tens of millions to billions of dollars," said Sandy Steier, 1010data CEO, "but the survey results tell us that the secret is getting out."

"1010data has pioneered a different approach to analytics, giving analysts and programmers direct, interactive access to raw source data and the ability to easily perform complex analysis in minutes that would take days or longer on other systems. With the rapid growth of Big Data and the increasing scarcity of qualified, available analysts, 1010data's mission to dramatically improve analyst productivity couldn't be timelier," concluded Mr. Steier.

About 1010data

1010data provides the leading cloud-based Big Data analytics platform. The company's namesake service provides the most powerful, usable and scalable

solution available today for investigative and predictive analytics. It does this by combining ultra-fast database technology with a rich and sophisticated array of built-in analytical functions and an intuitive worksheet user interface, and delivers them as a managed service that offers the fastest time to value. Further, with 1010data, there is no need for complex, time-consuming data design, integration, or transformation steps. The 1010data cloud also hosts and enables access to a growing number of large proprietary and public data sets, including ones for credit reporting, mortgage-backed securities, real estate, labor statistics, and more. 1010data is used by hedge funds, global banks, large securities exchanges, top retailers, leading consumer packaged goods companies, and many others industry leaders to manage, manipulate and monetize trillions of business data records every day.

To learn more please visit: www.1010data.com.

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