

1010data can take you *wherever* you need to be, *whenever* you need to be there.



Here are a few more benefits you might find handy, like having another choice besides "lift and drop" and long re-engineering. And 1010data will let you quickly deliver BI and analytics that will help your company thrive. Deliver some shock and awe to your users. Be a hero.

Close the Data Gap

With 1010data you can close the gap between users/application developers and data. Data can be made available almost immediately, with no long, up-front requirements and design phases and users can be given access to richer data. This approach is made possible by superior software, including the world's fastest and most powerful analytical database management system, and decades of our experience utilizing this technology.

Our offerings can be thought of as rungs of a ladder where each product is built on top of the previous and targets a different need. From the lowest rung to the highest, we provide the following.

Rung 1: Database Management System

Our base offering is a state-of-the-art database management system (DBMS). It is compatible with standard relational DBMS but is faster than all competing products, whether they be software or hardware solutions. We have been using this type of technology for over three decades and have deep experience that we can share with our customers.

Our DBMS has a complete set of interfaces and can be installed in a customer's data center or as part of our hosted solution. In either case we include software maintenance, upgrades and significant support as part of the package.

Rung 2: Advanced Analytics

Besides being fast, our DBMS is capable of responding to a much broader range of inquiry than conventional DBMS. Analyses and reports that would normally require a significant amount of application programming can be done directly by the system - at amazing speeds.

Rung 3: Browser-Based User Interface

Building on our back end's analytical power and speed, we offer an easy-to-use, browser-based user interface that allows even an end user to produce sophisticated analyses. Queries and reports are constructed in an intuitive, interactive session that exposes the full analytical power of the system to the user.

Rung 4: Complete Hosting Service

For customers that would rather not manage hardware, software and even databases, we can take care of the whole thing. Our "private cloud" is located at top-of-the-line co-location facilities that are a model of reliability and security. Customers can choose to have us host the hardware and supporting infrastructure only and load their own data into the system or they can have us manage the data as well. We can even help develop queries and reports.

Rung 5: Collaboration and Standard Databases

Our interfaces are inherently internet/intranet based, providing a natural venue for portals and other collaborative, business-to-business data projects. Similarly, we are an ideal site for vended datasets. We have relationships with a growing list of data vendors and load their data into our hosted environment.

A New Approach to DW/BI

Aside from obvious advantages like speed and efficiency, 1010data provides important benefits with respect to the way things get done that constitutes a true paradigm shift. Normally database implementation requires extensive requirements gathering and design efforts resulting in an ETL process that transforms raw data into "clean" information. The design process must also define key fields and indexes,

all of which takes time and effort and the database cannot be built until after this process is complete. With 1010data's technology, lightly processed or even raw data can be loaded into the database and there is no need for indexing or defining keys or other relationships. The database can therefore be built quickly. Of course the data has to be cleaned before it is used, but that can be done incrementally.

Further, users can have access to the most granular data and so are unconstrained in their analysis. Add our user-friendly UI, and developers or even end users can quickly create value out of raw data.

**Get your data up quickly.
Run queries quickly.
Develop analyses and reports quickly. Access data updates quickly. No hassles. No risk.**

