



Company Fact Sheet

Overview	Dataupia addresses the growing gap between the massive volumes of stored data and that which a business can use to its benefit. By architecting specialized software and industry-standard hardware into a cost-effective and scalable data warehouse appliance, Dataupia's solution provides enterprises with deeper access into their data universe and, ultimately, more comprehensive business insight.
Benefits	The Dataupia data warehouse appliance delivers unprecedented access to business-critical information. Unlike current solutions that displace existing technology or specialize in restrictive data access, Dataupia's innovative design offers a non-disruptive, continuously scalable, and highly cost-effective means to expand data management capabilities.
Product	The Dataupia Satori Server is the first cost-effective solution – server, storage, and optimization software – packaged as a single appliance that transparently sits within an existing database infrastructure. Dataupia's products are designed specifically to deliver persistent access to as much data as an organization needs.
Markets	Data-intensive vertical markets served by Dataupia's solution include: telecommunications, retail, eCommerce, health sciences and financial services.
Founded	Dataupia was founded in 2005 on the premise that open access to data is the foundation for most breakthrough ideas and discoveries. Dataupia has an unwavering commitment to be the preeminent company at unlocking the power of data for business users.
Ownership	Privately held with venture capital funding from Polaris Venture Partners, Valhalla Partners and Fairhaven Capital.
Headquarters	One Alewife Center Cambridge, MA 02140, USA
Website	www.dataupia.com
Key Management	Dataupia's executive team includes veterans of the data management industry hailing from companies such as Netezza, Sun Microsystems, and Oracle:
	<ol style="list-style-type: none"> 1 Foster Hinshaw, Founder 2 Jonathan Saunders, COO and Vice President of Sales 3 Jeffrey Cooper, Chief Financial Officer 4
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