



CONTACTS: Samantha Stone
Dataupia
(617) 301-8420
sstone@dataupia.com

Rachel Miller
SHIFT Communications
(617) 681-1256
dataupia@shiftcomm.com

DATAUPIA UNVEILS THE DATAUPIA™ SATORI SERVER 12000

- New Class of Data Warehouse Appliance Delivers Unprecedented Access to Data via Transparent Integration with Existing Database Infrastructure -

TDWI Spring 2007 World Conference, Boston, MA – May 14, 2007 – Dataupia Corporation today announced the general availability of its data management system, the Dataupia™ Satori Server 12000. The Dataupia Satori Server integrates server, storage, and optimization software to deliver a scalable, affordable appliance. It is the industry's first and only data warehouse appliance designed specifically for database and application transparency. With Dataupia, organizations can expand their data retrieval capabilities to unlock the knowledge and power contained in detailed, atomic level data.

Today's highly-regulated, data-driven business environment has resulted in an explosion of data. Data drives business, yet access to the vast, invaluable data that businesses store is not readily available. Analysts estimate that corporate data will grow fifty-fold to a zettabyte by 2010¹. As a result, market demand for affordable data management solutions is at an all-time high with organizations across industries seeking technology solutions that provide fast and easy access to historic, compliance and detail data.

The Dataupia Satori Server represents an evolution in data warehouse appliance technology. By combining highly specialized software and industry-standard hardware into an easy to manage solution, the Dataupia Satori Server allows large amounts of data to remain on-line and easily accessible by reporting and analytic applications without dedicating a team of highly skilled experts. As a result, organizations can easily and cost-effectively maintain and access data that is important to their business.

In the current business climate, information discovery drives competitive advantage. Vast amounts of consumer and business data is growing exponentially, at a time when access to data has never been more crucial. Dataupia exposes previously unavailable collected and processed data within organizations in a way that is affordable and architecturally feasible for all members of the business. Dataupia makes data initiatives more effective, allowing companies to make smarter decisions and meet today's stringent data compliance and regulatory mandates.

¹ Lucas Mearian, *Computerworld*, March 2007

“Most companies and large organizations are only using a small fraction of data available to improve business operations and maximize investments made to meet growing regulatory requirements,” said Dan Vesset, Research Director, Analytics and Data Warehousing Software at IDC. “Decisions about data retention should not have to be made on the cost of keeping the data, but rather should be made on the value that data brings to the business. Companies wanting to access their assets more readily should seriously consider a solution like the Dataupia Satori Server.”

Unlike other solutions that displace database technology or specialize in one kind of data access, the Dataupia Satori Server delivers unprecedented access to business-critical data by augmenting an organization’s existing data management system. Specifically, the Dataupia Satori Server delivers:

- Transparent **interoperability with existing technology ecosystems** and infrastructures that amplifies, not replaces, traditional information management systems;
- **Constant, real-time access to data** via affordable online storage, self-propagating data redistribution and rapid processing of queries against large amounts of data;
- Continuous, incremental **scalability** across both data volume and the number of concurrent users;
- **Database transparency** by supporting applications that run on Oracle, DB2 and Microsoft SQL Server databases natively; and accepting data from a range of legacy systems (including mainframe), making previously isolated data available for reporting and analytics;
- Exceptional competitive value and unmatched **affordability** by making data available for less than half the cost of other solutions;
- **Lifetime ease-of-use** and plug-and-play installation with a fully integrated appliance architecture that integrates easily into current data center setups; and,
- **Environment friendly equipment** offers efficient power consumption that meets today’s industry standards (UL, CE, and RoHS compliant).

“When we designed 112, Focus’ secure portal for Police and Emergency Services, we knew that consolidating data from many back-end source systems into a central repository would be cost prohibitive,” said Ray Green, Managing Director, Focus Group. “To alleviate this issue, we built a sophisticated agent structure that could interface with all types of data management systems. However, we found performance was limited by the capabilities of those systems. Dataupia turns that upside down. By using Dataupia as our underlying infrastructure, our solution can respond faster, and those seconds matter when a life is in danger.”

“Enterprises today have an urgent need for managing and using the immense amounts of data they are amassing on a daily basis. However, they simply can not afford to spend time and money re-engineering every existing business process and application to do so,” said Foster Hinshaw, CEO, Dataupia. “We are pleased to offer the industry’s first true enterprise data warehouse--a scalable, extensible appliance that can be used across an organization and not just by users with the most complex data management needs. Our solution makes more data useable and offers truly universal access in a seamless, transparent way.”

About Dataupia

Dataupia, founded in 2005, brings a strong record of industry leadership to addressing the growing gap between the massive volumes of stored data and the portion that a business can use to its benefit. By architecting specialized software and industry-standard hardware into a highly cost-effective and intelligent appliance, Dataupia's solution will amplify an organization's existing information systems to provide deeper access into their data universe and more comprehensive business insight. Learn more at www.dataupia.com.

-- ### --