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DATAUPIA CONDUCTS OPERATIONAL BI BENCHMARK

-- Dataupia Satori Server excels at supporting high number of users, data loading, data availability and data center efficiency --

TDWI World Conference Fall 2007, Orlando, Fla. – October 30, 2007 – Dataupia Corporation today announced the results of a benchmark study that measured key standards for defining operational business intelligence (BI). The study evaluated those areas which most impact an organization's daily use of its data assets – collecting, storing and accessing massive amounts of data. The findings reveal that the Dataupia Satori Server provides organizations with measurable performance gains at an extremely affordable price across all of these areas.

Dataupia believes the primary goal of mainstream data warehousing is to provide greater access to business-critical data across an entire organization. As such, the role of operational BI - the ability to quickly deliver information to a broad range of users for the purpose of managing business processes - is a crucial function of any data warehouse initiative.

The Dataupia benchmark evaluated a number of standards to measure operational BI efficiency including: number of simultaneous CPU queries, amount of data that can be loaded and refreshed, and the speed at which users can access queries across 24 months of data. Dataupia excelled in all of these categories, demonstrating the Dataupia Satori Server's unique ability to scale over increasing volumes of data while maintaining system performance. Additionally, the benchmark details Dataupia's efforts toward greening the data center through resource usage metrics.

Benchmark results highlight performance
The benchmark highlights the Dataupia Satori Server's ability to manage constantly changing data without causing performance degradation in the system by measuring data volume and load and refresh times. Specific benchmarks include:

- o   Data volume – two data sources were used during the benchmark tests, one 58 billion rows and one 117 billion rows representing 24 months of data;
- o   Load times – 70 MB of data per second;
- o   Refresh rate – data loaded at continuous 15 minute intervals; and,
- o   Drill down capabilities – 24 months of detail data was accessed in only five seconds.

The benchmark also provides insight into the Dataupia Satori Server's ability to run simultaneous versus concurrent queries without impacting system performance. Simultaneous queries refer to the number of CPU queries running at exactly the same moment, while performance indicates the speed across different volumes of data. The benchmark shows that even when the number of simultaneous queries increased, response times remained remarkably fast. Specific performance benchmarks for pre-aggregated calculations across multiple dimensions include:

- o 100 simultaneous queries averaged 4.8 seconds response per query;
- o 512 simultaneous queries averaged 8.1 seconds response per query; and,
- o 768 simultaneous queries averaged 13.8 second response per query.

Data center "greenness" an important component of operational BI
As "green" computing becomes increasingly important in business, Dataupia's benchmark revealed the reduced environmental impact data warehouse initiatives can have on the data center.

The Dataupia Satori Server was designed to lower power consumption. This allows the Company's solution to consume less than 10 percent of the energy, including power and cooling, that a traditional storage server configuration consumes. In addition, the Dataupia Satori Server's low energy and space requirements use 50 times less energy than a SAN architecture to house similar amounts of data.

Conserving resources brings benefits to any organization, including increased profitability and less easily measured ones that come from social responsibility and responding to customers' growing environmentalism. Measuring the environmental impact of any technology acquisition is quickly becoming an operational best practice.

"Data warehousing is no longer just about taking the hardest, most complex query and seeing how fast you can make it run," said John O'Brien, chief technology officer, Dataupia. "It's about the effectiveness of the entire system over time, which is what Dataupia set out to examine with the Operational BI benchmark. We are proud of these results. They provide measurable proof that we are delivering on our goal to be the preeminent company at unlocking the power of data for business users."

The Dataupia Satori Server data management system is an all-in-one solution – server, storage, and optimization software packaged as a single appliance – designed specifically to deliver persistent access to as much data as an organization needs. The combination of highly specialized software and powerful processors allows large amounts of data to remain on-line and ready for use. The Dataupia Satori Server installs quickly and requires little administration. Scaling across large numbers of concurrent users and growing data volumes is as simple as inserting a new blade.

About Dataupia
Dataupia 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.

Founded in 2005, Dataupia is backed by Polaris Venture Partners and Valhalla Partners. Learn more at www.dataupia.com.

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