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### **DATAUPIA SURVEY FINDS THE ECONOMIC SLOWDOWN IS NOT AFFECTING IT PRIORITIES FOR THE ENTERPRISE**

*- Respondents Cite Expanding Data Warehouse Capacity as a Top Priority and Expect Data Volumes to Grow by More Than 20 Percent This Year -*

**Cambridge, Mass. – June 9, 2008** – According to a recent survey conducted by [Dataupia Corporation](#) at The Data Warehousing Institute (TDWI) spring conference last month, funding data projects remains a business priority despite the recent economic downturn. In fact, increasing the amount of information that a data warehouse can handle is a top data management priority for businesses over the next year. The survey was completed by 189 conference attendees and the findings reveal that 55 percent of respondents cite expanding data warehouse capacity as the top data management priority for the next year. In addition, 35 percent of those polled expect their data volumes to increase by more than 20 percent in the coming year.

#### ***Economic Slowdown is Not Affecting IT Priorities***

Forty-four percent of those surveyed noted that the economic slowdown is having a minimal impact on their IT priorities. Conversely, only 12 percent report that the slow economy has a significant impact. The economy may be static, but business data is not. Only 3 percent of those polled predict their data volumes will grow by less than 5 percent over the next year. In addition, with respondents expecting significant data growth, it is clear that data management initiatives cannot be put on hold. Since IT enables businesses to do their job more efficiently and effectively, IT projects will continue to hold a better chance for prosperity during tough economic times.

#### ***Scalability is Vital to Data Management Initiatives***

Scalability is critical for businesses to enjoy a data warehouse appliance that can cost-effectively accommodate mounting data volumes. By implementing a data management system that enables companies to add blades when needed, data capacity can expand to meet the requirements of each business. With survey respondents expressing concern for data warehouse capacity, continuous scalability across both data volume and number of concurrent users is vital for expansion.

The [Dataupia™ Satori Server](#) meets this demand by enabling data capacity to grow continuously without disturbing existing applications and databases. Dataupia recently enhanced its solution to include Dynamic Aggregation capabilities, which address the needs and data warehousing requirements of today's data-intensive organizations. Dynamic Aggregation augments existing mixed workload capabilities including massively

parallel processing for complex joins, data exploration and point queries. Its simplicity and flexibility support more simultaneous queries and concurrent users than traditional data warehouse platforms.

“Industry surveys, such as Dataupia’s, offer insight into the driving forces behind the data management priorities of the business world,” said Philip Russom, senior manager of research and services, The Data Warehousing Institute. “Given that data volumes are increasing dramatically, maintaining the status quo isn’t acceptable. User organizations must expand their data warehouses to accommodate the increase. The Dataupia Satori Server enables users to extend the capacity of existing database infrastructure, while also adding Dynamic Aggregation to help with the mixed-workload requirements of today’s complex data warehouses.”

“The survey findings support Dataupia’s goals and ideals. We aim to provide businesses with a cost-effective, easy-to-use solution that is tailored to meet each company’s specific needs,” said Foster Hinshaw, chief executive officer, Dataupia. “Results from this study highlight the business demand for a continuously scalable solution that can easily adjust to handle increasing data volumes, such as the Dataupia Satori Server. By offering a data management system that enables personalization, we allow our customers to experience the most from their data universe.”

The Dataupia Satori Server [data management system](#) is an all-in-one solution – server, storage and optimization software packaged as a [data warehouse 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, requires little administration, and allows for Omniversal Transparency™ and continuous and seamless scalability for increased users and data.

### **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, Valhalla Partners, and Fairhaven Capital. Learn more at [www.dataupia.com](http://www.dataupia.com).

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