



FOR IMMEDIATE RELEASE

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

Rachel Miller
SHIFT Communications
(617) 779-1856
dataupia@shiftcomm.com

DATAUPIA TEAMS WITH COGNOS TO DELIVER ENHANCED REPORTING AND ANALYSIS CAPABILITIES FOR INCREASED BUSINESS INSIGHT

Dataupia Joins the IBM Cognos Partner Program as a Technology Partner

Cambridge, Mass. – July 21, 2008 – [Dataupia Corporation](#) today announced its partnership with Cognos, an IBM company and a world leader in business intelligence and performance management solutions, as an IBM Cognos Technology Partner. The partnership will offer customers a complete business intelligence platform with enhanced reporting and analysis capabilities to ensure businesses receive the most value from their data.

With its Dynamic Aggregation capabilities, the [Dataupia™ Satori Server](#) will work with IBM Cognos' business intelligence and performance management solutions to provide customers with increased mixed workload capabilities, including massively parallel processing for complex joins, data exploration and point queries, enabling interactive reporting functionality across multiple databases and new applications. These processes are vital in the business world today as companies are increasingly pressed to deliver faster, more complex query reporting using information contained in several databases.

Customers will experience maximum efficiency in query performance, while simplifying data administration across a wide range of services such as BI reporting, operational data stores and long term data archive analytics. Additionally, because the Dataupia Satori Server's Omniversal Transparency™ layer seamlessly augments current technology infrastructure without changing existing business applications, customers can quickly produce reports that include complete drill-down details on massive amounts of real-time data.

As an IBM Cognos Technology Partner, Dataupia will engage in joint marketing activities, receive sales support and have access to Cognos technical support and knowledge base. "Dataupia is a welcome addition to our Technology Partner Program," said Bradley Jeffers, director of industry and technology alliances at Cognos. "Our partnership with Dataupia allows us to offer customers a superior reporting and analysis tool that delivers immediate results and complements our IBM Cognos solutions. Ultimately, this provides customers with an assurance that they have all the information needed to deliver outstanding service and improve business processes."

“One of the most important assets a business has today is data. The ability to not only have that data at your fingertips, but to also readily access and manage it is critical for success,” said Jim McManus, vice president of channels and alliances at Dataupia. “We are proud to partner with a leader in the BI space that is committed to providing organizations with cost-effective, easy-to-use solutions and guaranteeing access to data in real-time. We are confident that our alliance with Cognos will allow companies to make sound business decisions and increase profitability in their respective industries.”

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.

-- ### --