



## FOR IMMEDIATE RELEASE

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### DATAUPIA EXPANDS PLATFORM SUPPORT; INCLUDES ORACLE 11g

**Cambridge, Mass. – April 21, 2009** – [Dataupia Corporation](#) today announced that the Dataupia™ Satori Server now supports Oracle Database 11g, including Linux and Solaris operating system platforms. As the industry's first and only data warehouse appliance designed specifically for database and application transparency, Dataupia's Oracle 11g support provides organizations with even greater flexibility for accessing and managing data. This expansion comes at a time when industry adoption for Oracle 11g continues to grow. As a matter of fact, as a September 2008 Independent Oracle Users Group survey showed, 35 percent planned an Oracle 11g upgrade within a year.

Dataupia empowers companies to access more data than ever before and eliminates the cost and complexity barriers to making data accessible. The Company is the only vendor to provide businesses with a data warehouse appliance that complements existing environments and offers ease-of-use, scalability and affordability. With Dataupia, businesses can make more informed decisions, and ultimately, improve business agility and performance.

"Our support of the Oracle 11g platform is yet another example of Dataupia's commitment to providing greater access to data," said John O'Brien, chief technology officer, Dataupia. "Our rapid growth in the industry has allowed us to extend support for various operating systems and deliver the power of the Dataupia Satori Server to more customers. We realize the diverse needs organizations have when it comes to data and will continue to look for new platforms they can utilize to unlock and leverage the value of their data."

The Dataupia Satori Server [data management system](#) is an all-in-one solution – server, storage and optimization software packaged as a [data warehouse appliance](#). Dataupia's solution addresses business agility in multiple ways, including adaptability pertaining to business and operational changes such as increased users or queries, as well as data-retention and data access regulation compliance. Specifically, the Dataupia Satori Server is designed to deliver persistent access to as much data as an organization needs, while allowing for massively parallel processing for complex joins, data exploration, point queries, interactive reporting functionality, and continuous and seamless scalability.

#### **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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