

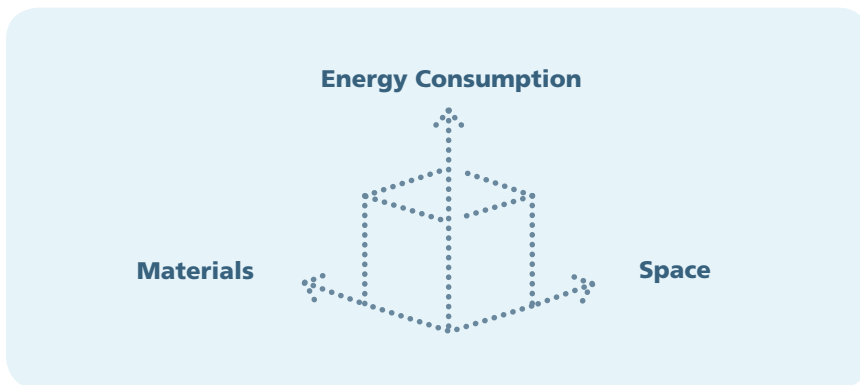


DATAUPIA SATORI SERVER

ENERGY AND SPACE USAGE EFFICIENCY

MINIMIZE ENVIRONMENTAL IMPACT AND OPERATING COSTS

Green computing is defined by an awareness of the environmental impact of hardware throughout its life cycle and encompasses manufacturing materials, power consumption, space requirements, and disposal. Rising energy costs, space constraints, regulations, and consumer pressures make green computing good business.



Conserving resources and costs in these areas brings benefits to any organization. There are tangible benefits such as increased profitability and less easily measured ones that come from social responsibility and responding to customers' growing environmentalism. In any case, measuring the environmental impact of any technology acquisition is becoming an operational best practice.

MANAGE MORE DATA AND CONSUME FEWER RESOURCES

The data warehouse appliance can be an extremely economical data management option in terms of environmental cost. The Dataupia Satori Server builds on the appliance's inherent economies by using highly efficient hardware components and software optimization to save on power, cooling, and space requirements.

"U.S. servers are estimated to have used 61 billion kilowatt-hours (kWh) in 2006 for a cost of about \$4.5 billion. Energy consumption by servers and data centers could nearly double again in another five years."

– Report to Congress on Server and Data Center Energy Efficiency, U.S. Environmental Protection Agency, August 2007

"Today, servers account for 40% of the data center's overall power consumption. Storage isn't far behind, taking 37% of the overall power."

– Michael Bell, Gartner Group

FEATURES AND BENEFITS

Dataupia provides persistent access to hundreds of terabytes of data at less than half the cost of other solutions.

The Dataupia™ Satori Server is designed for data-intensive businesses that want:

- CONTINUOUS SCALABILITY
- OMNIVERSAL TRANSPARENCY™
- UNMATCHED AFFORDABILITY
- LOW ENVIRONMENTAL IMPACT
- LIFELONG EASE OF USE

DATAUPIA™
Free your data

Lowering Power Consumption by up to 90%

Most of the Dataupia Satori Server's low power consumption is due to the AMD High-Efficiency Dual-Processor Opteron processors at the core of its architecture. These processors use 55 watts maximum compared to 95 watts for non HE processors. Using SATA drives and flash memory instead of additional CPUs and brings further power savings.

The Dataupia Satori Server brings more energy conservation to the data center, because of significantly reduced network traffic. Moving terabytes of data through the network causes switches to have intense usage. The Dataupia Satori processes data at the point of storage, which often results in just kilobytes of data moving through a switch, rather than large blocks. This is just one example of the efficiencies designed into the appliance.

Minimal Cooling Doubles Savings

It takes as much energy to cool something as it does to power it. Therefore, any savings on the consumption side double when cooling is taken into consideration. Partly due to its low consumption rates, the Dataupia Satori Server has very low cooling requirement. In addition, it has high tolerances (85° F /27° C and 80% humidity) so that Dataupia Satori Servers have no special cooling requirements.

Do the Math

You can run multiple concurrent reports against 2 terabytes of data using the same amount of energy that your television does, but taking up far less space. We encourage you to scale these numbers up to accommodate your current data assets. Then, project them forward, factoring in your growth forecasts (the amount of business data is predicted to double every year), along with the costs of energy. The Dataupia Satori Server's efficiencies offsets the economic and environmental impact of your current and future data management requirements.

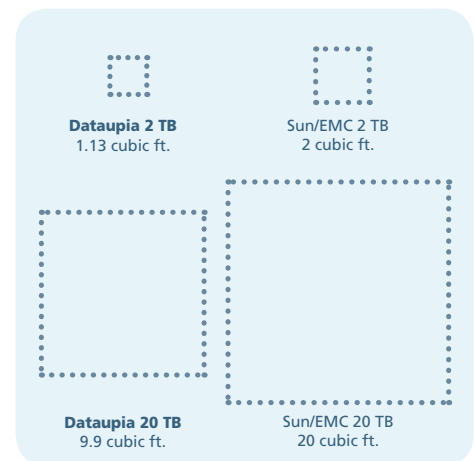
LOWER POWER CONSUMPTION

The Dataupia Satori Server consumes less than 10% of the energy (power and cooling) that a traditional storage server configuration uses.

	Sun E10000/ EMC 1.5TB	Sun T2000/ Dataupia 2TB
Power (Watts)	24,900	600
Power (BTU)	85,000	2,000
Cooling (Watts)	25,500	600
Total Watts	50,400	1,200

SMALL FOOTPRINT

The fact that the Dataupia Satori Server accommodates so much data in such a small area accounts for the significant savings in physical space requirements.



Get 2x data capacity (processing and storage) per cubic foot of data center space.

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.*