

# **COPPEREYE STRENGTHENS FOUNDATION FOR EMEA GROWTH WITH APPOINTMENT OF VICE PRESIDENT SALES - EMEA**

Submitted by: CopperEye

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CopperEye Strengthens Foundation for EMEA Growth with Appointment of Vice President Sales - EMEA

13 October 2004 - Bath, UK - CopperEye, developer and supplier of a revolutionary data indexing technology that significantly enhances database performance, today announced the appointment of Tim Robinson as Vice President Sales for EMEA. Robinson brings with him more than 15 years of experience in the enterprise software market including sales leadership positions at Ariba, SAP and Computer Associates.

Appointed to spearhead CopperEye's aggressive expansion plans for the EMEA region, Robinson's areas of responsibility will include sales, pre-sales and post-sales support. The CopperEye EMEA field sales organisation will report directly to him.

Upon accepting his new role, Robinson said, "CopperEye has developed a revolutionary technology that is coming to market at exactly the right time to help companies cost effectively manage the exploding volume of corporate data. Based on my 15 years of successfully selling enterprise software for industry-leading software companies, I believe CopperEye offers one of the most exciting innovations I have ever seen. I look forward to applying my experience as a sales leader to accelerate revenue growth, and developing a large, loyal customer base as quickly as possible. CopperEye is a young company with enormous potential and I will help ensure the potential is fully realised."

Robinson's previous positions include Sales Manager, Ariba where he was one of the earliest employees in the UK and responsible for revenue growth across multiple industries. Prior to Ariba, Robinson consistently exceeded revenue growth targets selling SAP ERP solutions. His knowledge of business issues within the pharmaceutical, CPG and financial services sectors coupled with his early experiences as a Cobol developer, and database consultant provide a strong foundation for success at CopperEye.

Kate Mitchell, CopperEye's Chief Executive Officer, commented: " I am pleased with the level of awareness and momentum CopperEye has achieved in 2004. It is now time to increase our ability to support the market demand for CopperEye products. Tim has excellent credentials in all areas of enterprise software sales and sales management and a clear insight into how we can leverage the unique potential of CopperEye within EMEA., I welcome his contribution in this new role."

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#### About CopperEye

CopperEye Ltd provides software for developing and implementing high performance data management solutions.. Using CopperEye, companies are able to improve global business operations by eliminating system downtime for large batch data loads, dramatically reduce the time required to load large volumes of data into databases without requiring additional hardware, and implement more powerful business applications at dramatically lower costs than competing solutions. CopperEye's underlying technology is a new, patent-pending indexing approach that delivers a quantum leap in performance over traditional indexing alternatives. This technology is available as part of the CopperEye Software Development Kit and the CopperEye DataBlade for IBM's Informix Dynamic Server (IDS).

CopperEye has offices in Bath, UK, and San Francisco, US. For further information, please visit [www.coppereye.com](http://www.coppereye.com).

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