

Amazon.com Deploys Netezza Data Warehouse Appliance

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Leading Online Retailer Selects the Netezza Performance Server System to Power Clickstream Data Analysis

Netezza Corporation today announced that Amazon.com has deployed the Netezza Performance Server® (NPS®) system to power clickstream data analysis.

Netezza provides Amazon.com with an analysis platform that can scale to accommodate terabytes of detailed clickstream analyses at a moment's notice. Amazon.com chose the NPS 8650 system based on its ability to deliver query response times faster than any other alternative it had considered. The Netezza data warehouse appliance provides Amazon.com with a high-performance, low-maintenance system that can query data in near real-time, delivering faster and deeper analysis capabilities on terabytes of information.

"Amazon.com is a data driven company," said Mark Dunlap, Director of Business Intelligence, Amazon.com. "The data analysis capabilities provided by the Netezza system will be an important component in helping us make smart decisions for our customers."

"Our relationship with Amazon.com demonstrates the power and scalability of the Netezza Performance Server system to serve the world's largest enterprise data centres," said Jit Saxena, co-founder and CEO, Netezza Corp. "We are pleased to add Amazon.com to the growing list of Fortune 500 companies that are able to translate the unbeatable performance of the Netezza data warehouse appliance into improved customer service."

The Netezza Performance Server system is the market-leading data warehouse appliance, built specifically to analyse terabytes of detailed data 10 to 50 times faster than existing data warehouse options, at half the cost. The NPS system stores, filters and processes terabytes of records within a single unit, analysing only the relevant information for each query. Netezza has placed the CPU power next to the data, allowing the NPS system to speed through processes that would occupy most data warehouse systems for hours, or even days, thereby enabling dramatic increases in productivity across the organisation. Customers who have recognised the performance benefits of Netezza's approach include Ahold USA, Amazon.com, Cingular Wireless, CNET Networks, Epsilon, Orange UK, Premier, Inc., Shoppers Drug Mart Corporation and The TJX Companies.

About Netezza Corporation

Netezza is the market-leading provider of enterprise-class data warehouse appliances that deliver breakthrough performance and ease-of-use at a fraction of the cost of traditional data warehouses. The Netezza Performance Server system enables Fortune 1000 customers with terabytes of dynamic, detailed data to dramatically simplify even the most complex Business Intelligence (BI) initiatives. By architecturally integrating database, server and storage within a single appliance, the NPS system delivers 10 to 50 times the performance at half the cost of existing systems. Founded in 2000 and based in Framingham, Mass., Netezza has offices in Washington, DC, the United Kingdom and Asia Pacific. The Company has raised more than \$68M from leading venture capital firms, including Matrix Partners, Charles River Ventures, Battery Ventures, Orange Ventures, Sequoia Capital and Meritech Capital Partners. For more information

about Netezza, please visit www.netezza.com.

The Netezza Performance Server 8000 series configurations include the NPS 8025 (up to 1 TB of user data), the NPS 8050 (2.25 TB user data), the NPS 8150 (4.5 TB), the NPS 8250 (9 TB), the NPS 8450 (18 TB) and the NPS 8650 (27 TB). Pricing starts at less than £205,000 U.K. list.

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