

Netezza Acquisition Frequently Asked Questions

Purpose

The purpose of this document is to address particular questions and provide additional insight about IBM's acquisition of Netezza Corporation. To view the full press release, go to: <http://www.ibm.com/press>.

Q. What are you announcing today?

On November 11, 2010, IBM announced that the acquisition of Netezza Corporation has closed, with regulatory approvals completed, and Netezza is now an IBM company. Netezza is a leading provider of data warehousing and analytic appliances.

Q. Who is Netezza? What do they do?

Netezza delivers data warehouse appliances that dramatically simplify and speed delivery of high-performance analytics across an enterprise.

- Founded in 2000, Netezza is headquartered in Marlborough, Massachusetts
 - More than 500 employees worldwide
 - Track record of success and experience in data warehouse and analytic appliances
- >350 clients; blue-chip reference accounts in all major industry verticals
 - Burlington Coat Factory, CN, Con-way Freight, eHarmony, Estee Lauder, FICO, Japan Medical Data Center, Kelley Blue Book, Marriott, Nationwide, NEC, Neiman Marcus, Olympus, Sapporo, Shoppers Drug Mart, Telekom Slovenjie, Time Warner Cable, Virgin Media
- Partnered with key technology partners, systems integrators and resellers, both global and regional, in major markets worldwide.
- *Leader in data warehouse and analytic appliances.* Netezza's core value is simplifying and accelerating high-performance analysis of data to help clients uncover insights into their business. Technology plays a transformative role helping organizations become smarter and more agile - ready to take the right action when most effective to do so.
- *Deloitte LLP:* "Technology Fast 500 recognizes Netezza as an innovative company that has broken down barriers to success and defied the odds with its remarkable five-year revenue growth."

Q. Why did IBM acquire Netezza?

Data Warehousing is at the foundation of IBM's business analytics strategy for building a Smarter Planet, enabling analysis of large amounts of data to draw insights for opportunity business decisions. According to IBM estimates, the data warehousing opportunity alone is expected to reach more than \$9.8 billion by 2013, with a compound annual growth rate of 9%.

- Netezza Analytics Appliances integrate IBM System x BladeCenter, storage, data warehouse software and acceleration hardware, workload optimized for high performance analytic queries on large volumes of data
 - Netezza's appliance deeply integrates hardware, software and storage to greatly simplify and accelerate deployment to deliver business analytics value in days vs weeks or months
 - Netezza provides a focused appliance with great scalability and price performance. These focused, fit-for-purpose appliances can facilitate the fast deployment and easy management of enterprise-wide data warehouses from terabytes to petabytes in size, with analytic query performance 10-100X times faster than traditional systems.

- The Netezza appliance is also an ideal option for departmental data warehouse solutions and for satellite data marts that extend an enterprise data warehouse or application hub to edge applications
- The Netezza appliance requires minimal administration – e.g., no client-led performance tuning or storage admin - further reducing the cost of deploying and maintaining analytic solutions.

Q. How will Netezza clients benefit?

Netezza clients will benefit from the increased investment, global reach, industry expertise and support available from IBM. IBM remains committed to the values – such as ease of deployment, simplicity of management and high performance that have made Netezza successful to date and intends to continue to support and enhance the Netezza products. IBM will also be investing in greater optimization for Netezza in complementary parts of the IBM software portfolio – including InfoSphere, Cognos and SPSS – to meet the future needs of Netezza clients.

Since Netezza is built on IBM's System x, the Netezza clients will also benefit from the optimizations and shared investments that will be made with IBM's hardware and storage businesses.

Q. How will the acquisition affect Netezza Business Partners?

IBM is interested in continuing relationships with the skilled Business Partners that have made the Netezza technology successful. As IBM works hard to deliver portfolio enhancements based on Netezza technology, Netezza Business Partners are encouraged to get started now. To find out more about establishing a relationship with IBM, visit [IBM PartnerWorld](#).

Q. How does this affect IBM's Smarter Planet and Growth Markets strategy?

Analytics and gaining deep insight from data are key elements of the Smarter Planet strategy. The combination of IBM and Netezza will help more clients of all sizes, around the world accelerate cost-effective analytics solutions that uncover insights among the growing volume of data so they can take actions that optimize business results. The speed and simplicity of deploying Netezza appliances will help accelerate the deployment of analytic applications, both new ones and as a complement or extension of existing analytics solutions, in growth markets and among small, mid-size and large businesses.

Q. How will the Netezza team fit organizationally within IBM?

Netezza is now part of the Information Management business, led by Arvind Krishna, General Manager, IBM Information Management, within IBM Middleware Software.

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