

## Apatar Data Integration and Vertica Analytic Database Accelerate Corporate Data Analysis

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New Apatar connector allows users to extract/load data from/to Vertica<sup>®</sup> Analytic Database, to improve data quality without any custom coding, and to deliver integrations across multiple data sources just in time.

August 6, 2008, Chicopee, MA - Apatar, Inc., the leading provider of open source tools for data integration, today announced connectivity to the Vertica Analytic Database, a high-performance, grid-based column-oriented database management system used for analytics and business intelligence. The new connector enables both developers and business users to migrate data between the Vertica Analytic Database and third-party applications without any custom coding and allows for this data to be filtered, validated, and cleansed.

Rapid and accurate analysis across a variety of data sources

According to Gartner, more than 25 percent of critical data in Fortune 1000 companies is inaccurate, incomplete, or duplicated, and three-quarters of large enterprises will make little to no progress towards improving data quality until 2010. While huge amounts of corporate data are scattered across enterprises and becoming outdated too rapidly, the connector for Vertica can help companies synchronize their most critical data before delivering it to decision-makers.

“Businesses are asking more questions against ever-growing volumes of data from multiple sources, so we are excited about our relationship with Apatar,” said Colin Mahony, Senior Director of Business Development for Vertica. “Vertica’s Analytic Database enables companies to store terabytes of information with blazingly fast query response times. With Apatar’s visual designer and integration tools, it becomes extremely easy to extract and load large volumes of data into Vertica quickly for rapid analysis.”

Provide the quality and completeness of information before it’s too late

Prior to entering into the Vertica Analytic Database, data can be filtered, validated, and cleansed using Apatar’s data quality capabilities. Now both Vertica users and administrators can de-duplicate data received from multiple sources, verify e-mail and postal addresses, check customer socio-economic parameters, and more. The ease of “drag-and-drop” integration saves time and allows for these operations to be performed even by non-technicians.

“Most data integration projects fail, after they exceed allocated budgets or cannot be delivered in time, and never get built,” said Renat Khasanshyn, founder and CEO of Apatar. “Combining Vertica’s revolutionary performance and ease of use with Apatar’s visual data quality and integration features, enterprises can accelerate decision-making and provide the quality and completeness of their most critical information timely, before it’s too late.”

Apatar Open Source Data Integration features and benefits:

- No coding! Visual job designer and mapping enable non-developers to design and perform transformations, shortening implementation time.
- Distributed under an open source model, reducing integration and maintenance costs
- Connectivity to Vertica Analytic Database, Salesforce CRM, SugarCRM, MySQL, Oracle, MS SQL, Microsoft Excel, Microsoft Access, GoldMine, DB2, Sybase, PostgreSQL, dBase, EnterpriseDB, vTiger, InnoDB, Openbravo ERP, Compiere ERP, .CSV, XML, RSS, ATOM, HTTP queries, POP3, LDAP, FTP, WebDav, Autodesk Buzzsaw, any JDBC data sources, Amazon S3, Flickr, StrikeIron and CDYNE data quality Web services, and more
- Job scheduler and synchronization automate the data integration process.
- Improves data quality with a variety of verification, filtration, and validation features

- Platform-independent, runs from Windows, Linux, and Mac OS

#### About Vertica

Vertica Systems is the market innovator for high-performance analytic database management systems that run on industry-standard hardware. Co-founded by database pioneer Dr. Michael Stonebraker, Vertica has developed grid-based, column-oriented analytic database technology that lets companies of any size store and query very large database orders of magnitude faster and more affordably than other solutions. The Vertica Analytic Database's unmatched speed, scalability, flexibility, and ease of use helps customers such as JP Morgan Chase, Verizon, Mozilla, Comcast, Level 3 Communications, and Vonage capitalize on business opportunities in real time. Vertica is headquartered in Andover, Mass. For more information, visit the company's Web site at [www.vertica.com](http://www.vertica.com).

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#### About Apatar

Apatar is the leading provider of open source software tools for the data integration market. With powerful Extract, Transform, and Load (ETL) capabilities, Apatar enables its users to easily link information between databases (such as MySQL, Microsoft SQL, Oracle), applications (Salesforce.com, SugarCRM), and the top Web 2.0 destinations (Flickr, Amazon S3). Apatar provides support, training, and consulting services for its integration solutions. Headquartered in Western Massachusetts, Apatar operates a development center in Minsk, Belarus. Apatar is currently used by 4500+ organizations and individuals worldwide. For more on Apatar, please visit [www.apatar.com](http://www.apatar.com) and [www.apatarforge.org](http://www.apatarforge.org).

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