



Mainframe Optimization
Batch Window Optimization
Java to DB2 Optimization
Transaction Optimization



Corporate Overview

A leader in mainframe transaction & performance optimization

DataKinetics® customers include the most successful banking, financial, insurance and retail companies around the world. To each of these world-class businesses, the mission-critical applications running on their *IBM System z Mainframes* are their business. *DataKinetics* provides the products and services that increase mainframe efficiency (online and in the batch window) and decrease operational costs while achieving superior throughput, performance, and capacity.

The standard for 20% of Fortune 50 organizations

DataKinetics customers include the most successful companies around the world; in fact, 20% of the U.S. Fortune 50 companies employ *DataKinetics* products. Founded in 1997, and a leader in critical information systems optimization, *DataKinetics* provides the products and services that enable mainframe applications to achieve superior performance gains, capacity, and scale.

Solving the pain of the forward-thinking CIO

Today's data centers are strained by increasing transaction volumes and decreasing capacity in batch processing windows — time is money. *DataKinetics'* products help C-level executives get to the root of the problem. Rather than replacing systems or re-engineering applications (both of which are costly and can take years to implement), CIOs with *IBM System z Mainframes* are choosing to boost the performance of the existing infrastructure with *DataKinetics tableBASE®* real-time in-memory optimization.

Delivering competitive advantage

Optimizing mission-critical applications rather than replacing systems supports business strategy.

- ▶ Reducing pressure in the batch window
- ▶ Allowing efficient transfer of data from mainframe databases to distributed Java applications
- ▶ Decreasing enterprise IT costs
- ▶ Delivering new products and services to market faster than the competition
- ▶ Attracting and retaining new customers

Achieving performance gains

tableBASE boosts mainframe applications to achieve greater throughput and capacity. This real-time in-memory table management solution reduces mainframe resource usage, allowing for much faster applications — especially in transaction processing environments.

When you reduce the time taken to complete a transaction, you improve overall performance and capacity, and reduce the resources required to run your applications—saving time and CPU.

Established

- ▶ 1977

Offices

- ▶ Canadian headquarters
- ▶ USA regional office

Products & services

- ▶ Flagship product is *DataKinetics tableBASE* – a real-time in-memory optimization solution.
- ▶ Newest product is *Java to DB2 Optimizer* – it improves efficiency of Java programs accessing mainframe DB2 data.
- ▶ Professional services, training services, and 24x7 technical support services are world-renowned.

Availability

- ▶ Worldwide

Global sectors

- ▶ Banks
- ▶ Insurance companies
- ▶ Brokerage houses
- ▶ Retail companies
- ▶ Credit card processing companies
- ▶ Healthcare organizations

Mission-critical data centers rely on *DataKinetics'* products

DataKinetics mainframe performance solutions are the standard in organizations around the globe whose businesses rely on high-volume, mission-critical transactions — banks, insurance companies, brokerage houses, retail companies, financial services companies and healthcare organizations:

- ▶ The top two commercial Fortune 50 banks use *tableBASE* at the heart of their mission-critical mainframe transaction processing systems. *tableBASE* is designed to address the specific problems that mainframe banking systems face in the 21st century — online transaction processing and extensive batch processing.
- ▶ The top four of five brokerage houses in the United States rely on *tableBASE* to manage their trading processes.
- ▶ Two of the world's biggest credit card processing companies rely on *tableBASE* to continuously optimize their ever-increasing volume of transactions.

Proof of *DataKinetics'* success

- ▶ 20% of the Fortune 50 companies employ *DataKinetics* products.
- ▶ A loyal and global customer base relies on *DataKinetics*; in fact, two customers have been using our products since 1977.
- ▶ Our customers each save millions annually by optimizing their MIPS usage.

Mission-critical data centers rely on *DataKinetics'* services

We are renowned for our expert and responsive Professional Services and Technical Support Services. Our solution is proven in enterprises that require their mission-critical applications to be up-and-running 24x7. In addition to achieving world-leading performance gains, capacity, and scale without fail, our customers receive world-class 24x7 technical support services — without fail.

Reducing infrastructure investment and improving efficiency

For 30 years *DataKinetics* products have been powering billions of mission-critical transactions per second every day for the world's largest contemporary systems. *DataKinetics* also provides the most efficient application interconnectivity and the most fluid migration solutions to the world's newest, and largest multi-platform distributed IT systems.

DataKinetics is a long-standing *IBM Advanced Business Partner*.



DataKinetics' Product Line

DataKinetics performance optimization product portfolio includes:

- ▶ *DataKinetics tableEXTENZ*
- ▶ *DataKinetics tableBASE®*
- ▶ *DataKinetics VTS*
- ▶ *DataKinetics VTS Manager*
- ▶ *DataKinetics Java to DB2 Optimizer*
- ▶ *DataKinetics tablesONLINE®*
- ▶ *DataKinetics CICS and ISPF Interfaces*
- ▶ *DataKinetics Professional Service*

DataKinetics' Management Team

- ▶ Allan Zander, CEO
- ▶ William Olders, CTO and founder
- ▶ Randy McCoy, CFO
- ▶ Steve Panyko, Chief Customer Officer (CCO), Sales and Marketing
- ▶ Larry Strickland, Chief Product Officer (CPO), Product Direction

About DataKinetics

DataKinetics, the leader in transaction and performance optimization technology, has been enabling data centers within IBM System z mainframe, Linux and distributed environments to achieve superior performance gains, capacity, and scale using existing applications and hardware. In business for over 30 years, DataKinetics delivers distinct competitive advantage to global Fortune 500 companies with products that have enhanced hundreds of thousands of mission-critical transactions per second every day for banking, insurance, credit card, brokerage house and retail industries. Visit www.dkl.com for more information.

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