



DataKinetics to Launch Game Changing DB2 Solution at IDUG

DB2 Guru Craig Mullins to Describe Solution Benefits at Conference

April 26, 2011 – Ottawa, Canada - DataKinetics, the leader in enterprise IT optimization, is pleased to announce the upcoming launch of a new JAVA to DB2 optimization solution for mainframes that will significantly decrease both the data access request time for DB2 and the load on DB2 from Java access. The product will be unveiled at IDUG, the International DB2 User Group's conference in Anaheim California, on Thursday May 5 in conjunction with a presentation by renowned DB2 expert Craig Mullins who will offer his thoughts on the benefits of the solution to mainframe users who are struggling with capacity, throughput or access issues.

"This product reduces the total time that it takes the Java request to execute on the mainframe by as much as 90%", said DataKinetics CEO, Allan Zander. "Mainframes eventually become hobbled by the online access as more people try to access data in a shorter period of time. With this technology, we really bypass a lot of that and we reduce the load on DB2 as well as the load in your mainframe so that you can actually process the number of transactions that you need to do."

World renowned DB2 expert Craig Mullins will discuss how DataKinetics products can complement DB2 and how DataKinetics new Java to DB2 optimizer can address capacity, throughput and access issues. His presentation at IDUG will be held on Thursday May 5 at 11am (PST) at the Anaheim Marriott Hotel.

"The most common way to improve DB2 performance is to optimize the SQL queries. The DataKinetics solution works with DB2 to optimize performance by minimizing costly I/O", said Craig Mullins.

For more details on this and other optimization solutions for critical information systems please visit DataKinetics at Booth #118 during IDUG or online at www.dkl.com.

About DataKinetics

DataKinetics®, the leader in enterprise IT optimization, enables the top 7000 data centers in the world to overcome their mainframe batch window, performance and capacity challenges. In business for 30 years, DataKinetics delivers distinct competitive advantage to global Fortune 500 companies with products that power nearly a billion mission-critical transactions per second every day for the world's largest banking, insurance, credit card, brokerage house and retail organizations. www.dkl.com

About Craig Mullins

Craig S. Mullins is a data management strategist, researcher, and consultant. He is president and principal consultant of Mullins Consulting, Inc. Craig has more than two decades of experience in all facets of database systems development including developing and teaching DB2 and SQL Server classes, systems analysis and design, database administration and system administrator, and data analysis and modeling. He has worked with DB2 for z/OS since Version 1. Craig is the author of a number of books including DB2 Developer's Guide and Database Administration: The Complete Guide to Practices and Procedures. Craig frequently contributes to a number of computer industry publications and speaks at industry conferences and user groups.

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