



Corporate backgrounder

For more than 30 years, DataKinetics optimization software has been used by large global enterprises to radically improve mainframe application and DB2 performance, capacity and scalability. For DataKinetics customers, use of its software increases the return on their substantial investments in existing resources, without the need for migration or costly upgrades. Adoption of DataKinetics solutions also reduces total cost of ownership of hardware and applications, while providing users with significant competitive advantage.

A long-standing IBM Advanced Business Partner, DataKinetics developed its flagship real-time, in-memory optimization software, DataKinetics tableBASE, for companies using IBM System z mainframes.

DataKinetics has proven itself a trusted vendor to hundreds of customers, including 9 of the Fortune 50 and some of the world's largest banks, insurance companies, credit-card processors, brokerage houses and retailers. DataKinetics' customers are typically dealing with billions of transactions daily through their critical information systems. Maximizing the millions of instructions per second (MIPS) processed by a mainframe can save companies millions of dollars annually, a benefit that appeals directly to the executive levels of major corporations like those in the Fortune 500. DataKinetics reduces its customers' use of MIPS by at least 50% and often by 80% or more. For companies that use 2,500 MIPS/year, that means savings of at least \$1.8-million.

Companies of this size and nature typically have in-house programming staff working on mainframe optimization. DataKinetics' solution enables programmers to focus on core applications. For example, DataKinetics' financial customers typically experience transaction inefficiency when business logic and rules are constantly changing; with tableBASE, these changes are easily integrated and expensive person-hours are saved by reducing the level of programming needed to support them.

Customers are drawn to tableBASE because of its ability to improve capacity and speed, and to provide users more flexibility and the ability to respond to changing market conditions. The latter is achieved when the business logic and rules are separated from the application logic itself, so that changes to these rules can be completed easy and efficiently.

While public perception may indicate that mainframes are outdated, the market continues to grow and the business case for large corporations to maintain or increase their investment in their mainframe environments is strong. The IT analyst firm Gartner estimates that large mainframe users have been increasing their mainframe environments steadily for the past few years and estimated that most of these corporations will increase their installed MIPS at a compound annual growth rate of between 15% and 20%.

The processing speed of a mainframe environment is measured in millions of instructions per second, or MIPS. Operating at such high transaction rates, the mainframe is the data environment of choice for companies that process credit card and other point-of-sale transactions, airline

bookings and payrolls. Optimization of these processes, without having to make changes to existing hardware, enables companies to lower TCO and increase efficiency.

Ultimately, DataKinetics customers use the mainframe because nothing else meets their needs. Mainframes offer significant benefits of security, high availability, proven workload performance, efficiency interoperability, lower overall operating costs when compared to a distributed environment, emergency-management capabilities and scalability.

Having established itself as a reliable provider of unique products that resolve performance and capacity challenges, DataKinetics continues its commitment to supporting the mainframe environment while also planning to extend the optimization solutions to the distributed environment, and seamlessly move reference data from the mainframe to the distributed environment.

The company has ambitious growth objectives and plans to increase its market position in Europe using a channel strategy while continuing to support its established customer base in the North America through a direct sales model. Having recently signed reseller agreements with SysperTec in France, HarMundi in Germany and PRIMEUR in Italy and Spain, DataKinetics is poised to deliver its system-optimization solutions to mainframe-dependent companies running mission-critical applications across Europe.

DataKinetics is privately owned, with its headquarters in Ottawa, Canada, and regional offices in the United States. Its strong team of dedicated technical, service, sales and marketing professionals support its customers under the leadership of CEO Allan Zander.

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