



Make Sense of It All®

1010data Featured in Leading Industry Analyst Firm's Data Warehouse DBMS Magic Quadrant

NEW YORK – January 7, 2009 – 1010data, a business intelligence service that offers the only complete approach to performing the deepest analysis and getting the maximum insight directly from raw data, at a fraction of the cost and time of any other solution, announced that the company has been included in the Gartner December 2008 Magic Quadrant for Data Warehouse Database Management Systems report.

In a section about managed data warehouses, the Gartner report said “We expect the use of this model to increase in the next few years, especially for single business units or a specific data warehouse application.”

Delivered as a cost-effective service, 1010data combines a powerful back-end database with a flexible front-end tool, enabling fast, reliable queries of detailed data. It lets customers store their source data online and quickly and easily combine it with outside data sources to provide unprecedented on-demand analysis. 1010data’s solution gives users immediate insight for better business decisions and rapid ROI.

1010data makes it possible to deploy a sophisticated, enterprise-level BI solution in weeks. The high costs and long lead times that are typical of legacy BI/data warehousing solutions are eliminated because 1010data works with unlimited raw data and does not require the installation of software or lengthy requirements gathering and database design cycles.

“We are pleased that Gartner included in their Magic Quadrant our alternative approach to business intelligence and data warehousing,” said Joel Kaplan, CEO of 1010data. “Our turnkey service extends well beyond back-end data warehousing and offers an important alternative to traditional methodologies.”

1010data can dramatically reduce the drain on computing resources and allows businesses to consolidate and analyze their data without investing in large, cumbersome data warehouses and expensive BI tools. 1010data’s performance, scalability and accessibility address the key challenges in retail, financial services, and many other industries.

About the Magic Quadrant*

The Magic Quadrant is copyrighted 2008 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

* Gartner Magic Quadrant for Data Warehouse Database Management Systems by Donald Feinberg and Mark A. Beyer, December 23, 2008

About 1010data

The 1010data Business Intelligence Service is the only complete approach to performing the deepest analysis

and getting the maximum insight directly from raw data, at a fraction of the cost and time of any other solution. 1010data's extensive history in business intelligence has enabled the company to create this powerful solution. 1010data recently completed its 10th year in business and shows solid revenues and growth. Worldwide clients include Proctor & Gamble, Dollar General, A&P/Pathmark, Goldman Sachs and the NYSE.