



Make Sense of It All®

1010data Introduces New ODBC Functionality to Streamline Application Customization

NEW YORK – Aug. 26, 2008 – 1010data, a provider of ad-hoc analytics for business intelligence, today announced the availability of the 1010data Open Database Connectivity (ODBC) driver, which allows users to easily integrate custom or off-the-shelf applications for visualization and reporting within the 1010data platform. The driver gives users the option to fully customize 1010data’s high-performance analytical tools, providing companies across many different industries with the ability to suit their differing needs.

In recent years, visualization and reporting tools have flooded the market, providing companies with a plethora of options to choose from. Recognizing the need for a solution that permitted ubiquitous data access, 1010data developed its ODBC driver to allow companies to utilize the sophisticated functionalities the 1010data platform provides – all while continuing to work with the front-end applications they have grown accustomed to. This streamlined functionality also helps reduce the time spent transferring results from the 1010data platform to these front-end applications.

"The ODBC driver is yet another example of how the folks at 1010data support the combination of their platform’s data wrangling power with client tools of choice, providing maximum flexibility to end users," said, Joe D’Anna, managing director, head of research, Good Hill Partners. "Using the driver, I’ve been extremely pleased with the efficiency and convenience it provides, enabling us to collaborate with industry-standard software, including Excel, Access and Mathematica."

ODBC provides a standard application programming interface (API) method for linking applications with database management systems – regardless of programming language. Acting as a translator between applications and database drivers, ODBC offers users the benefits of ubiquitous connectivity and platform independence.

"Our customers require direct connectivity between their own reporting and visualization applications and the high-performance functionality of our platform," said David Frankel, vice president, 1010data. "The ODBC driver enables the type of interoperability that companies need to get the most out of their corporate data."

The 1010data ODBC driver is now available as a part of 1010data’s standard suite of tools and includes the ability to use standard Structured Query Language (SQL) to easily integrate custom or off-the-shelf front-end applications. To learn more about the 1010data ODBC driver, visit: <http://www.1010data.com>.

About 1010data

1010data provides high-performance ad-hoc analytics for business intelligence, empowering organizations with a fast, reliable and easy-to-use solution to get the most out of data. The company’s hybrid business intelligence tool provides a unique platform that combines front-end usability with back-end analytical functionality. Delivered as a Software-as-a-Service (SaaS) solution, 1010data returns complex, sophisticated query results from very large datasets in seconds, allowing organizations to make quick, critical decisions and enabling them to express complicated business ideas. To learn more about 1010data, visit: <http://www.1010data.com>.