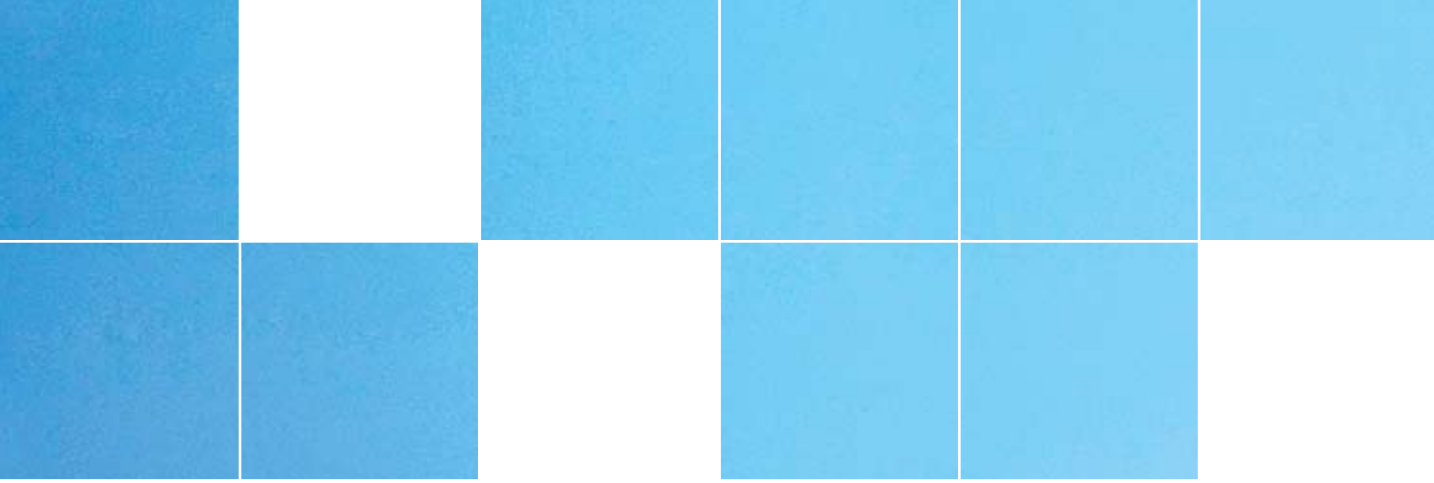




RETHINK THE ECONOMICS OF DATA



syncsort



Rethinking the economics of data. Unlocking previously inaccessible value for our customers.

If you think you know Syncsort because of our legacy in mainframe sort software, it's time to rethink your perceptions. There is so much more to the Syncsort story – and to the value we bring all our customers worldwide.

At the very dawn of “Big Data,” Syncsort recognized the extraordinary value locked within new forms of enterprise data, as well as the burden exploding data volumes would have on our customers. Leveraging our experience in increasing mainframe performance – and proactively collaborating with customers to find solutions to these rising challenges – Syncsort expanded its capabilities to include data protection and data integration.

Today, thousands of customers in more than 70 countries rely on our Extreme Data Performance solutions to strategically manage exponential data growth and to make better, faster, more insightful decisions in increasingly complex business situations.

Importantly, customers recognize the value of their Syncsort deployments every day in the form of reduced TCO, increased data efficiency, faster information availability and reliability, and a host of previously unattainable business benefits.

I invite you to read on and discover the incredible value we deliver to our customers. Stop thinking about data performance challenges, and start rethinking the economics of data with Syncsort.

Sincerely,

Flavio Santoni, CEO



RETHINK THE ECONOMICS OF DATA

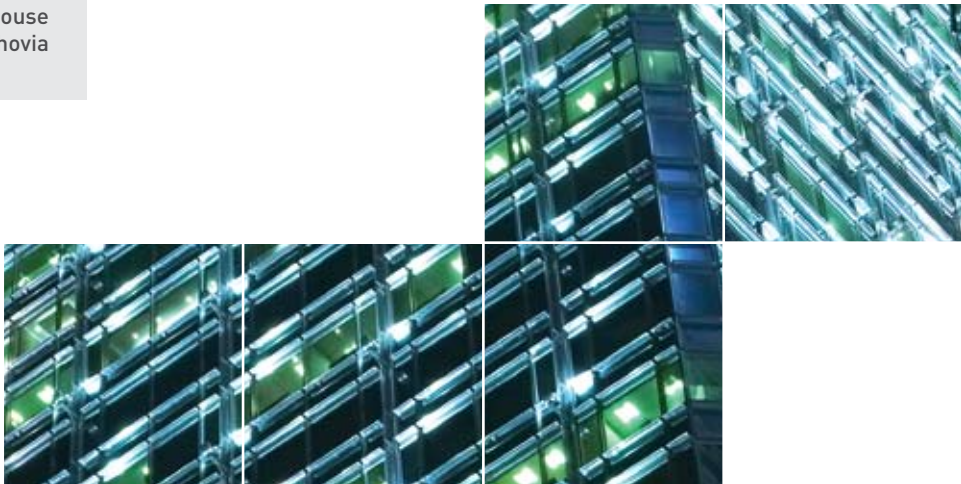
The world's leading provider of Extreme Data Performance solutions – with over 40 years' experience and over 12,000 deployments – Syncsort helps leading organizations across the globe rethink the economics of their data with the world's fastest, most resource-efficient data integration and data protection software and services.

What does rethinking the economics of data mean to our customers? It means completing a 50-day integration process in less than 24 hours. It means virtualizing 17 servers in nights instead of months. It means reducing backup windows from 45 hours to 6.

In totality, it means delivering previously unattainable business value on a daily basis. Improving margins by extracting greater value from existing technology investments. Unlocking new revenue streams by making data more available and actionable. Strengthening enterprise resiliency and assuring business continuity. And totally transforming business-critical decision-making.

“We found that Syncsort could outperform our original process by many times, improving our marketing response rates by 30%.”

– John Collins, Manager of Data Warehouse Architecture, Wachovia





EXTREME DATA PERFORMANCE

Don't think you can handle exploding data volumes and shrinking backup windows?

Rethink extreme data performance with Syncsort.

When it comes to data protection and data integration, a lot of companies talk big about performance. But Syncsort customers experience extreme data performance first hand, with indisputable results that unlock productivity, new revenue streams, efficiency and savings.

- ▶ **Ireland's Revenue Commissioners** processed millions of Ireland's tax records in 2.6 seconds while also providing easy-to-use scripting.
- ▶ **comScore** saw a 500% improvement in clickstream data integration throughput, processing 8 billion records (10 TB) 5x faster.
- ▶ **Taco Inc.** converted 17 application and data servers to VMs in just a few nights instead of a few months.

Syncsort's Extreme Data Performance solutions allow customers to process massive data faster than ever, with far fewer resource demands and an intuitive, easy-to-use platform.

DMExpress / Data Integration

- ▶ The proven fastest data integration technology in the market, DMExpress holds the world record for extracting, transforming and loading 5.65 TB of raw data at a rate of 1.6 GB/second*.

BEX / Data Protection

- ▶ The industry's fastest and most resource-efficient application protection – with rapid, best-in-class recovery to maximize the economic and technical success of server virtualization.

MFx / Data Sort

- ▶ The industry's leading high-speed sort technology for over two decades. MFx saves customers nearly \$230 million each year over inefficient competitive sort solutions.**

*Source: In a benchmark study, independently audited by DSS Labs, DMExpress extracted, transformed and loaded 5.65 TB of raw TPC data at a rate of 1.6 GB/second. The feat was accomplished on low-cost HP-blade servers, setting a dramatically lower cost standard for data integration throughput (\$46/GB/hr), 97% less expensive than Informatica PowerCenter cost (\$1,538/GB/hr); 93% less expensive than Microsoft SSIS cost (\$636/GB/hr).

**2,000 Customers, 7M MIPS with DFSort, 2% Sort, 35% reduction with \$4500 per MIP cost = \$220M savings. MFx was previously the SyncSort mainframe product set.

MEASURABLE VALUE

Don't think you can achieve integration ROI in under 6 months or RTO in less than 5 minutes?

Rethink value with Syncsort.

The value of Syncsort's solutions go far beyond extreme data performance. Syncsort solutions help customers unlock previously unattainable value from their data every day and improve the bottom line results of their businesses. Maximizing ROI in data integration and server virtualization projects. Reducing secondary storage footprint costs by 95% or more. Reducing restore times to minutes instead of days or hours. Meeting processing windows and avoiding compliance breaches.

With Syncsort, customers are reducing costs, creating new revenue streams and extracting more, previously unattainable value from existing investments in data solutions every day.

- ▶ **Kerzner** saved \$1M in administrative costs when they improved backup operational efficiency by 80%.
- ▶ **Wachovia** improved marketing response rates by 30% by speeding data warehouse processing.
- ▶ **A Global Telecommunications Company** minimized revenue loss by cutting inventory and billing time by 88%.

*"The handling of sensitive patient data with Syncsort BEX guarantees that our data **not only is safeguarded, but that also it can be recovered as quickly as possible in the case of disaster.**"*

– **Wolfgang Weichert**, Computing Center Operations, Deutsche BKK



TRANSFORM DECISION-MAKING

Don't think you can use consumer data to meet customers' needs in real time?
Rethink decision-making with Syncsort.

When data is always available and actionable...when the right people have access to the right information at the right times...when your organization controls its data instead of your data controlling your organization, that's when you have the power to make the most insightful business decisions that create true competitive advantage. That's the ability Syncsort uniquely delivers.

Because Syncsort customers can integrate, transform, recover and utilize data faster and more efficiently than ever, they can make business-critical decisions faster and more accurately than competitors.

- ▶ **Thomson Reuters** completed the merger of two banks within one weekend.
- ▶ **Overstock.com** relies on Syncsort to parse, cleanse and normalize 40 GB of raw customer clickstream data each night in order to set optimal prices, maximize margins, enhance customer service and increase flexibility to add new suppliers.
- ▶ **A Major Bank** improved decision-making by obtaining refreshed reporting data every 8 hours, instead of 36.
- ▶ **A Global Financial Services Company** kept customers engaged by running client behavioral models in less than a minute.

*"Our analysts are able to deliver **timely and accurate solutions to our clients** and meet service level agreements, as DMExpress technology is able to convert raw clickstream data into valuable granular information at lightning speed. In fact we saw a 500% improvement."*

– Mike Brown, Chief Scientist, comScore



*Experience extreme with **Syncsort**.*

*For more information, call us
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