

**FOR IMMEDIATE RELEASE****QuantiSense Extends Collaboration with Netezza  
to Power Netezza's New Retail Analytic Appliance™**

**ATLANTA, January 11, 2010** – QuantiSense today announced that it is extending its partnership with Netezza by collaborating on the just-launched Netezza Retail Analytic Appliance™ (RAA), a breakthrough solution in retail analytics. Netezza RAA, powered by QuantiSense, is a turnkey analytic application for retail merchandisers, planners, allocators and store managers.

After years of success working together in the field, QuantiSense and Netezza have joined forces to deliver a comprehensive retail data warehousing and analytics solution for joint customers including Burlington Coat Factory, Guitar Center, PacSun, Restoration Hardware and Casual Male. Now, because of strong demand for a complete, packaged appliance, Netezza RAA is taking that integration to the next level, making implementation and support easier than ever.

In powering Netezza RAA, QuantiSense provides:

- Its proven analytics and business intelligence application, built specifically for retailers;
- Engineering expertise for the design and architecture of the comprehensive solution; and
- Implementation and support services.

The offering from Netezza will also take advantage of QuantiSense Playbooks™, a set of “plays” unique for each retail job role that guides users to take action and make better decisions in response to specific, recurring situations. QuantiSense Playbooks help turn the methodology of a retailer’s most successful professionals and departments into standardized processes that are consistent across the organization. As an integrated part of the QuantiSense application, Playbooks will be a core component of RAA.

“The concept of the Netezza RAA came about because QuantiSense and Netezza customers were demanding it,” said Jeff Buck, CEO, QuantiSense. “So we got together with Netezza to make it happen, and we are all very excited about the end result.”

“Delivering the Retail Analytic Appliance is helping Netezza realize our vision of a purpose-built appliance designed exclusively for retailers,” said Jim Kelly, Vice President and GM of Retail & CPG at Netezza, “With its team’s extensive retail experience, QuantiSense is the ideal partner for helping us launch RAA.”

**About QuantiSense**

QuantiSense is the leading provider of analytics and business intelligence (BI) applications exclusively for retailers. Customers include Burlington Coat Factory, Casual Male Retail Group, The Guitar Center, Hallmark Cards, Pacific Sunwear, Restoration Hardware, and Spencer’s. Implemented in 100 days, the QuantiSense application features a best-practices retail data warehouse and ETL that can layer atop your existing data warehouse in addition to pulling data from source systems. Users conduct analysis using QuantiSense’s packaged analytics, reports, and role-based dashboards tailored for executives, buyers, planners, allocators, and additional roles throughout the retail enterprise. QuantiSense Playbooks<sup>®</sup> empower retailers with a collection of role-based scenarios and situational analysis to drive process throughout the enterprise and guide users to the appropriate actions every time. To learn more, visit QuantiSense at [www.quantisense.com](http://www.quantisense.com).

Netezza<sup>®</sup> is a registered trademark of Netezza Corporation.

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