



Netezza's Retail Analytic Appliance Premieres at NRF 2010

Netezza Retail Analytic Appliance: Industry's First Turnkey Approach to Delivering Actionable Insight on Inventory, Profit, Allocation and Merchandising

New York — NRF Convention & Expo—January 11, 2010 — [Netezza Corporation](#) (NYSE: NZ), the global leader in [data warehouse and analytic appliances](#), today announced the Netezza® Retail Analytic Appliance™ (RAA), a breakthrough solution in retail business intelligence. The Netezza RAA is a turnkey analytic application solution for retail merchandisers, planners, allocators and store managers.

Available immediately as a single, pre-configured and pre-integrated solution, it includes all the required components for powerful retail business intelligence. The business benefits of the Netezza RAA include:

- Streamlining inventory to reduce overstocks;
- Proactively finding and reducing out of stocks;
- Finding and removing stale inventory to increase margins; and
- Enabling customer-centric retailing for retailers without a loyalty card.

The Netezza RAA also delivers critical and unique innovation—a collection of role-based “Playbooks” that guide users immediately to store and take inventory corrective actions that improve operations in real time and drive profit. All Playbook components come from customer-proven, best-in-class delivery of key drivers to retail success, including streamlining out of stocks and overstocks, handling seasonal inventory, managing purchase orders and vendors, buying and planning success and other key retail data-driven processes.

“The components of the Netezza RAA let us make more profitable decisions when executing our critical merchandising processes,” said Dennis Hernreich, COO and CFO of Casual Male Retail Group. “From localized assortments to seasonal inventory management, the key decision-makers in our organization use best-practices retail Playbooks to improve our business.”

The Netezza RAA also offers a chance for retailers without loyalty cards to engage in the same customer-centric retailing best practices used by card retailers. Through use of market basket analytics and understanding profitability and inventory, the Netezza RAA can help retailers see the effects on consumer segments of specific merchandising and promotion decisions. The Netezza RAA ships with more than 1,200 metrics and dozens of reports, many tied to specific business processes, making it easy and effective for even the newest merchants to recognize and handle out of stocks, plan and order inventory and keep all key performance indicators (KPI's) in successful ranges.

“The Retail Analytic Appliance is the natural result of several successful deployments at retailers. The offering also makes a great deal of sense at a time when retailers need and want to add to very granular business intelligence capabilities, but need to do so with an eye towards fast return on investment (ROI) and manageable risk.” Source: Janet Suleski, AMR Research, “*Netezza Launches Retail Analytic Appliance at NRF*,” January 11, 2010. “The QuantiSense Playbooks are still unique in the retail BI market, and Netezza’s speed and price point have made it an attractive option for retailers needing to scale their data warehouses.”

The Netezza RAA leverages Netezza’s industry-leading technology and combines it with high performing components for an all-inclusive solution, making it a perfect fit for the retail market. The Netezza RAA includes a MicroStrategy platform and merchandising analytics application from QuantiSense—all powered by Netezza’s data warehouse appliance proven in the retail industry. Bringing together the best hardware, database, merchandising analytics, extraction, transformation and loading (ETL) and BI tools into a single

turnkey solution means quicker time to market, decreased cost and increased retail operational analytics. Joint Netezza /QuantiSense customers include Burlington Coat Factory, Casual Male Retail Group, The Guitar Center, Pacific Sunwear and Restoration Hardware.

“Netezza continues to enjoy our strategic relationship with our growing number of customers in the retail industry. The Netezza RAA is a direct result of what customers want—lowered cost and fast deployment, while meeting the dynamic needs of the business users,” said Jim Kelly, vice president and GM of Retail & CPG at Netezza. “Netezza developed a single, integrated, business solution with low-risk, fast and simple delivery. We’ve pre-packaged a retail analytic solution enabling customers to get up and running quickly by simply loading their data and unleashing the business users.”

About Netezza Corporation

Netezza Corporation (NYSE: NZ) is the global leader in data warehouse and analytic appliances that dramatically simplify high-performance analytics across an extended enterprise. Netezza’s technology enables organizations to process enormous amounts of captured data at exceptional speed, providing a significant competitive and operational advantage in today’s data-intensive industries, including digital media, energy, financial services, government, health and life sciences, retail and telecommunications. Netezza is headquartered in Marlborough, Massachusetts and has offices in Northern Virginia, the United Kingdom, Germany, France, Poland, Japan, Korea, Australia and Singapore. For more information about Netezza, please visit www.netezza.com.

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