
Breakthrough Price/Performance

Greenplum Database is groundbreaking database software for Super Warehousing. Super Warehousing is a new category of data warehousing solutions that leverage open source software and commodity hardware to achieve unprecedented levels of price/performance for data warehousing. Greenplum Database utilizes commodity computing, open-source database technologies and advanced parallel processing algorithms to allow organizations to analyze vast amounts of business data 10 to 100 times faster than traditional data warehouse solutions at a fraction of the cost. With Greenplum Database, more users can ask more complex questions and get answers an order of magnitude faster. Many queries that previously took days to run with traditional data warehouses take only minutes with Greenplum Database.

Scalable, Flexible, Manageable Software for Super Warehousing

Greenplum Database scales effortlessly from hundreds of gigabytes to multiple terabytes and beyond. Dynamic Provisioning makes it easy to add capacity at any time using small, inexpensive increments. This simplifies the process of provisioning ahead of demand without breaking the bank. The performance impact of scaling out with Greenplum Database is linear and predictable, so customers can choose to increase warehouse size while maintaining performance levels, increase performance with the same data volume, or achieve a balance of the two. Software-only packaging means you can use hardware that you're comfortable with, maintaining control over the specification for processors, memory, disks, the switch – everything. With Greenplum Database, there are no large SMP boxes to replace every 18 months, and no unfamiliar, proprietary hardware to manage.

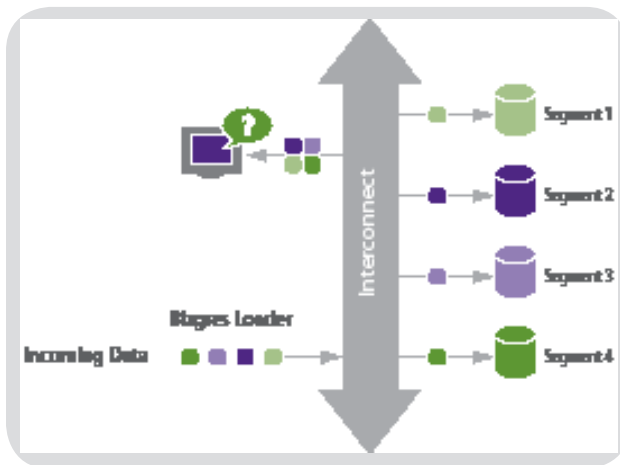
Greenplum Database Key Benefits

Transforming the Economics of Business Intelligence

- **Faster performance** Performs 10 to 100 times faster than traditional data warehouse technologies
- **Real-time analytics** Enables sophisticated queries and ad-hoc analysis with multiple terabytes of data
- **Dramatic cost reduction** Runs on commodity hardware, leverages open source technologies, and costs a fraction of existing solutions
- **Flexibility & Control** Allows customers to maintain control over the choice of hardware and operating system, and add capacity and performance inexpensively
- **Easy management** Centralized cluster management and administration simplifies operations and provides lower TCO
- **Enterprise class reliability** Multiple levels of redundancy and fail-over minimize downtime
- **Linear scalability & flexibility** Modular scale-out capability allows for predictable, linear performance gains and capacity growth

Greenplum Database at a Glance

- **Massively parallel SQL processing** Advanced algorithms build and execute optimal, parallel query plans to fully leverage a system-wide array of computing resources
- **Hardware and OS flexibility** Greenplum Database software is easily installed on inexpensive x86-based servers from a wide variety of vendors, and runs on both Linux and Solaris
- **Linear scalability** Shared-nothing architecture and parallel query optimization ensure that performance and capacity increase linearly as hosts are added to the system
- **Dynamic provisioning** Allows companies to easily add data warehouse capacity in small or large increments, and avoid costly appliance or SMP upgrades
- **Advanced interconnect** Delivers maximum network transit speeds, ensuring that parallel operations execute as quickly as the underlying hardware allows
- **Centralized administration** Unified management console and powerful utilities provide easy management of the system array via single system image
- **Advanced replication** Cyclical segment replication and automated fail-over
- **Industry standard interfaces** Supports standard database interfaces (SQL, ODBC, JDBC, DBI) and is interoperable with market-leading business intelligence and extract/transform/load tools
- **High-throughput, parallel loader** High-performance parallel data loader executing across simultaneously across all segments facilitates quick access to warehouse updates



SYSTEM HARDWARE COMPATIBILITY

Operating System Linux, Solaris, Mac OS X

Processor x86-based, 64- or 32-bit

Memory Minimum of 1GB per CPU

Storage SATA, SCSI

Network Gigabit Ethernet or InfiniBand

About Greenplum Inc.

Greenplum is the pioneer in super warehousing, a new class of data warehousing solutions that leverage open source software and commodity hardware. Greenplum's breakthrough solution, Greenplum Database, enables dramatic query acceleration at a fraction of the cost of traditional data warehousing systems. Founded in April 2000, Greenplum is led by an experienced team of executives from the industry's leading Internet infrastructure and enterprise software companies. To date, Greenplum has raised over \$30 million in venture financing, led by Dawntreader Ventures, EDF Ventures, Hudson Ventures, and Mission Ventures. Greenplum is headquartered in San Mateo, California.

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