



Objectivity, Inc. Expands Government Sales through Partnership with Government Sales Specialists (GSS)

New Partner Sees Many Opportunities to Promote Company's Unique Technology Advantages to Customers and Contacts

For immediate release: Sunnyvale, CA – Nov. 18, 2010 – Objectivity, Inc., leading supplier of database management technologies used in some of the most advanced C2/C4ISR data fusion, analytics and metadata systems in the world, has announced that the company will be partnering with Government Sales Specialists (GSS) as part of their continuing expansion federal government, defense and intelligence projects.

Objectivity, Inc. has a long history working with agencies and organizations with the most complex security, intelligence, industrial and business requirements. The company, with headquarters in Sunnyvale, California, is U.S. owned and operated, and has been part of the GSA schedule contract used in government procurement for more than six years (#GS-35F-0119R). The company's flagship product, Objectivity/DB, has been recently recognized by **the U.S. government** and a leading **government and homeland security news publication** for its role in enabling and supporting mission-critical national security and intelligence systems.

Government Sales Specialists (GSS), works in the federal space to provide independent advisory and consulting services into their extensive network of key decision-makers and project leaders, connecting clients and partners to improve efficiency and success in government missions and operations.

"Objectivity, Inc. has a strong presence and established reputation amongst government agencies, but there are many decision-makers who haven't heard about our technology," says Jay Jarrell, president and CEO of Objectivity, Inc. "Our partnership with GSS spreads awareness, helps us connect to projects in need of our unique technology, strengthens our existing relationships, while enhancing our government presence across the board."

"We're seeing phenomenal growth in our government business, and GSS gives us a great opportunity to connect with key players who need us in order to build mission critical systems supporting national security and government operations," said Richard Shelley, VP of Sales at Objectivity, Inc., adding "The GSS team has a great expertise, domain knowledge and contacts in areas where Objectivity can solve problems other vendors simply cannot."

The technical and operational requirements of these newest generations of government defense, security and intelligence systems have been steadily moving towards Objectivity. As demand for complex data management in security, intelligence and battlefield applications has increased, Objectivity, Inc. has been able to meet these needs, steadily increasing its government business in recent years.

"GSS regularly consults and advises government agencies on mission-critical projects. One of the most significant trends we have seen, which Objectivity directly addresses, is the significant explosion in data volume and complexity. The government is trying to find the right tools to support these requirements, but solutions from other data management vendors simply don't address the requirements at this level. It's a modern problem that requires a modern solution." states Mark Hogan, CEO, Government Sales Specialists, LLC. "We are excited to be working with Objectivity, in helping government agencies and programs achieve the highest levels of mission and operational success."

Many of Objectivity's existing government customers are using the technology to fuse, correlate and analyze massive amounts of real-time, streaming and multi-INT information, including all types of data such as text, imagery and video. These successful deployments in the Department of Defense (DOD), Department of Energy (DOE), and throughout the Intelligence Community (IC) include some of the largest data volumes in the world – from petabytes to exabytes, and beyond.

About Government Sales Specialists, LLC.

Government Sales Specialists, LLC (GSS) is the next generation of Government Sales Force, the leading outsourced government sales organization. Building upon their seven years of success, the GSS management team has taken the opportunity to implement many exciting service enhancements and changes to further broaden our customer base. Visit <http://govtsales.us> for more information.

About Objectivity, Inc.

Objectivity, Inc. is the leader in distributed, scalable data management technology. The company's patented distributed data engine and persistent object store, **Objectivity/DB**, has been built and optimized for high performance, flexibility, virtually unlimited scalability and reliability.

Objectivity, Inc. is committed to their customers' success. The company has offices and representatives worldwide, and works directly with organizations, integrators and technical teams to recommend solutions and support options specifically tailored to clients' project and technical requirements. Please [contact the company online](#) or call (408) 992-7100 for more information.

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