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STEVE MILLARD NAMED KOGNITIO CHIEF EXECUTIVE OFFICER

Industry veteran named to post; will drive increased adoption of Kognitio Analytical Platform, cloud-based delivery

NEW YORK, APRIL 3, 2012 — Business analytics pioneer Kognitio (www.kognitio.com) today announced the appointment of long-time business intelligence professional Steve Millard as the company's President and Chief Executive Officer.

Kognitio said Millard was promoted from his post as Chief Operating Officer, several months after initially joining as Senior Vice President of North American sales from IBM, where he was responsible for global data warehouse sales. He previously held executive management positions at Greenplum, which was acquired by EMC, and Netezza, where he was the founding Vice President of sales, prior to that company's IPO in 2007. He was also Vice President of worldwide strategic partnerships at Teradata, and a sales director for DATAlegro, which was acquired by Microsoft. Millard has more than 25 years of expertise in growing and leading both Fortune 100 and start-up companies in the Big Data and business analytics space.

"Steve understands the data analytics market better than virtually anyone I've met," said Geoffrey Squire, OBE, the chairman of the Kognitio Board of Directors. "He not only knows the technology, but how it can make companies more productive and profitable. Since joining Kognitio, Steve has built out a North American sales force, and has led a company-wide go-to-market strategy which positions us well for the future."

As COO, Millard has led a renewed emphasis on the Kognitio Analytical Platform and on the Kognitio Cloud, the company's ready-to-use implementation, which enables companies to

obtain the insight they need in a fraction of the time and cost of traditional installations. He succeeds Roger Llewellyn, who will remain on the Kognitio board as a non-executive director.

“Cloud computing has changed the possibilities for companies of all sizes, including the use of business analytics,” Millard said. “The cost barriers to entry have been slashed, meaning more firms can use this technology to get the insight they need, at a fraction of the cost from just several years ago. Kognitio has repeatedly been a pioneer and leader in business intelligence throughout the years, and I intend to continue that track record of innovation, as well as working to significantly expand our presence throughout North America and Europe.”

About Kognitio

Kognitio is driving the convergence of Big Data Analytics and Cloud Computing. Having delivered the first in-memory analytical platform in 1989, it was designed from the ground up to turn massive amounts of raw, complex data into valuable business insight. As an appliance, in the cloud, or on industry-standard x86 servers, Kognitio provides the highest amount of scalable compute power to allow rapid execution of complex analytical queries without the administrative overhead of manipulating data.

The **Kognitio Cloud** is a ready-to-use analytical platform. A secure, private cloud Platform-as-a-Service (PaaS), it leverages the cloud computing model to make the Kognitio Analytical Platform available for a monthly operational cost on a fixed term. Clients span industries, including market research, consumer packaged goods, retail, telecommunications, financial services, insurance, gaming, media and utilities.

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