



Calpont Brings Scale, Speed and Efficient Data Analysis to aiMatch's Intelligent Ad Serving Platform
Calpont InfiniDB Analytic Database Accelerates Predictive Modeling Insights for Advertisers and Clients

Frisco, TX and New York, October 18, 2011 – **Calpont Corporation**, a leading provider of high-performance analytic databases, announced today at the eMetrics Marketing Optimization Summit in New York that aiMatch, the intelligent ad-serving platform for online publishers, has selected Calpont InfiniDB Enterprise to drive its client analytic simulation tool. aiMatch's simulation tool is used by publishers and their partners to predict how the future distribution of ad placements will be received and ultimately impact business results. The deep analytic processing for aiMatch's ad platform requires fast data crunching across a multitude of dimensions that include contextual information (where the ad was placed), customer information (who it was delivered to), historical information (what is the past interaction and click-stream data) and behavioral models (what are the likely actions by this type of person).

"aiMatch needed a solution that would efficiently process the hundreds of millions of rows of data that we were collecting as an organization. Our traditional row-based databases and MySQL were constraining what we could do with all of the data. We looked at four different next gen databases and selected Calpont InfiniDB. It provides us with the strategic ability to store, manage and access our data in columns that radically speeds the analysis and predictive modeling capabilities of our intelligent ad-serving platform," commented Guy Taylor, chief technology officer at aiMatch.

Previously aiMatch would create powerful customer insight queries that would simply timeout using their old MySQL engine. aiMatch had to parse the data into multiple tables but the process was manual, timely and required the regeneration of data sets and tables to interact with their business intelligence tools. With InfiniDB, aiMatch's highly dimensional data can be stored in columns rather than rows. When aiMatch customers query millions of data points, InfiniDB accesses only the row data needed for the columns required and distributes the query optimally across all available hardware CPUs, dramatically reducing response times.

"Web analytics and marketing agencies are constantly coming up with new ways to increase and refine the interaction between consumers and companies' brands and services," said Nick Ochoa, Vice President of Marketing for Calpont. "The aiMatch platform is helping publishers and their partners perform granular targeting of ad campaigns across display, video, mobile and connected devices. As more complex consumer interactions evolve and the need to store more data interactions are tracked and stored, InfiniDB will ensure aiMatch can process these increasingly larger data volumes consistently and reliably."

InfiniDB is recognized in the industry for its consistent and linear performance across growing data sets that complements the needs in the online advertising, marketing and analytics industries. The robust analytic engine is a perfect fit for ad networks, advertising platforms, and media companies that expect to grow network traffic. Its unique two-tiered distribution of work enables extremely fast performance and easy data scaling on any hardware, increasing the value of existing investments and reducing the total cost of ownership (TCO) for new ones.

For more information about Calpont InfiniDB or to try the Enterprise version, visit <http://www.calpont.com>

About aiMatch

aiMatch is an intelligent mobile, video and display ad delivery platform designed to help digital publishers manage inventory and maximize yield across all sales channels. Founded by experts in the field of advertising intelligence (ai), aiMatch takes a new approach by providing a comprehensive ad serving and data management platform delivered via the cloud as Software-as-a-Service (SaaS). aiMatch's growing diversified global client portfolio includes DigitalSpy, a Hearst Corporation, Popcornflix.com, AdHub, APN News & Media of Australia, Digital Network Sales (DNS), Christianity Today International (CTI) and Photobucket. The company is headquartered in Raleigh, NC and has offices in London, UK. To learn more, visit www.aimatch.com.

About Calpont

Calpont Corporation is a provider of scalable, high-performance column-oriented analytic databases enabling ultra-fast, deep analysis of massive data sets. InfiniDB Enterprise is the emerging choice for demanding data warehouse, business intelligence, reporting, and analytic deployments. Known for its rapid implementation time, unmatched operational simplicity and extraordinary value, InfiniDB provides a proven solution for data-intensive businesses, including those in the software, online business, telecom, and social spheres. For more information, please visit www.calpont.com, join our community at www.infinidb.org, or follow us at twitter.com/calpont.

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