



InfiniDB Helps Web Analytics Companies Conquer Complex and Rapidly Growing Big Data Challenges to Drive Growth and Revenue

InfiniDB Brings a Scalable High Performing Analytic Data Platform to Advertisers and Digital Gaming Companies Where Terabytes, Microsegmentation, Prediction and Milliseconds Come Together

Frisco, TX – March 17, 2014 – [InfiniDB](#), a leading provider of high-performance analytic data platforms, shared more about its fourth generation columnar data platform today at the eMetrics Summit in San Francisco.

It is clear to executives, marketers, and analysts that they need to capitalize on the Big Data being generated by users and their usage profiles across online, mobile and connected devices – but how to do it remains a challenge. Both established and start-up companies seek platforms that are easy to get started with and can quickly be added to their infrastructure. At the same time, they need to make sure that they select technology platforms that will not be limited in their ability to scale or restricted by complex licensing or vendor “lock-in”.

InfiniDB is meeting the needs of these new “data economy” driven companies with:

- 1) ***An easy-to-use platform that can be quickly downloaded, installed and rapidly deployed.*** The core platform is open-source GPLv2.0 license.
- 2) ***A technology that fits the needs of eMetrics companies.*** InfiniDB can be the foundation of new projects or can easily fit into existing architectures. InfiniDB is MySQL® accessible, and available on premise, as InfiniDB for the Cloud, and InfiniDB for Apache Hadoop.
- 3) ***An analytic platform that performs and scales.*** InfiniDB is a fourth generation columnar architecture that is optimized for rapid and easy access to highly dimensional data and has the flexibility, scale and horsepower to work with massive data sets Big Data analytics by scaling InfiniDB across multiple processing cores, servers and huge data sets without software licensing limitations.
- 4) ***SQL programmers can tackle Hadoop.*** No need to custom code or learn new programming languages for Hadoop -- Big Data developers can use the familiar and rich SQL syntax to develop high performance analytic queries.

With InfiniDB at the core of the analytic platform, advertisers, marketers and analysts do not have to compromise when designing analytics and marketing programs. There is no limit on the number of attributes that can be captured, stored and leveraged for predictive analytics. Many of the largest online game providers and advertisers have leveraged InfiniDB.

“The amount of data being generated and the opportunities created by interactive entertainment and connected devices is immense. It is the fastest growing segment and companies are looking for an

infrastructure that can keep up. Companies are turning to InfiniDB so that they can gain easy access to granular, highly dimensional online data, and still deliver high performance when data and processing demands grow. As complex consumer interactions evolve and the need to store more data interactions are tracked and stored, InfiniDB ensures companies can process these increasingly larger data volumes consistently and reliably,” said Kathleen O’Neil, vice president of marketing at InfiniDB.

For more information about InfiniDB and the InfiniDB platform, visit <http://www.infiniDB.co> and keep updated by following @InfiniDB .

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About InfiniDB

InfiniDB empowers organizations to solve problems and create new solutions with powerful Big Data analytics. The company’s platform is a fourth-generation massive parallel processing (MPP) column-oriented data technology that is known for its rapid implementation, simplicity and extraordinary value. InfiniDB, InfiniDB for the Cloud, and InfiniDB for Apache™ Hadoop® are built for today’s growing enterprise. These organizations demand speed, scale and efficiency in their analytics platforms where leveraging traditional and emerging data technologies, structures and architectures are required. InfiniDB products are licensed as GPL-2.0 with complementary consulting services, maintenance and support agreements.

For more information, to join the community, and download software, visit www.InfiniDB.co and follow @InfiniDB.

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