



## FOR IMMEDIATE RELEASE

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### DATAUPIA HELPS BUSINESSES REDUCE ENVIRONMENTAL FOOTPRINT

*-- Dataupia™ Satori Server provides a low-energy data warehouse solution for companies facing shrinking data center resources --*

**Cambridge, Mass. – March 3, 2008** – [Dataupia Corporation](#) today announced that its [data management system](#), the Dataupia™ Satori Server 12000, reduces energy consumption and space requirements in the data center. The ability to conserve energy costs and alleviate space constraints provides a distinct business advantage for organizations struggling with limitations in physical resources. The Dataupia Satori Server is an extremely economical and environmentally friendly data warehouse appliance that combines processing and storage capacity into one system to save on overhead, power and cooling costs, and space requirements.

Organizations are under pressure to adopt green computing practices. As such, the ability to measure the environmental impact of any technology acquisition has become an operational best practice. According to Gartner, the number one strategic technology for 2008 is green IT<sup>1</sup>. In addition, an IDC survey found that almost 80 percent of executives say that green IT is growing in importance for their organization, and over 50 percent of customers consider IT vendors' "greenness" when selecting a supplier<sup>2</sup>.

As businesses struggle to balance the astronomical growth of data with the reality of shrinking physical space, the data center is one area to implement a green strategy that will reduce their overall environmental impact and increase profitability. It is estimated that data centers and servers in the United States use approximately \$4.5 billion in electricity. Furthermore, that figure is expected to double in the next five years<sup>3</sup>.

Engineered to use space and processing capacity extremely efficiently, the [Dataupia Satori Server](#) allows businesses to cost-effectively achieve this balance. The Dataupia Satori Server reduces a company's environmental footprint by:

- Consuming less than 10 percent of the energy, including power and cooling, than a traditional server;

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<sup>1</sup> Top 10 Strategic Technologies announced at Gartner Symposium/ITxpo, October 9, 2007.

<sup>2</sup> Frank Gens, Philip Carter, and Martin Hingley, "The Growing Importance of Green IT: Findings from IDC's U.S. Green IT Survey," November 2007.

<sup>3</sup> Report to Congress on Server and Data Center Energy Efficiency, U.S. Environmental Protection Agency, August 2007.

- Lowering power consumption by up to 90 percent by using high-efficiency processors;
- Using 50 times less energy than a SAN architecture to house similar amounts of data; and,
- Packing more data into a cubic square foot than other solutions to reduce physical space requirements.

“We are noticing that organizations (processing small or large data volumes) are increasingly struggling to find technology that conserves resources by reducing energy consumption, while concurrently increasing processing power,” said Krish Krishnan, industry analyst and data warehouse appliance channel expert ([www.BeyeNetwork.com](http://www.BeyeNetwork.com)). “This challenge will define the future of the data warehousing industry, and Dataupia has already responded with a solution to satisfy the critical requirement of being green on all fronts – cost and infrastructure.”

“Businesses today are facing limited resources across the board. When it comes to data management, they are literally running out of physical space to hold their data,” said John O’Brien, chief technology officer, Dataupia. “As we look to the future, data growth is only going to increase. Compounding this problem even further is the fact that companies are spending less on technology acquisitions while long-term operating costs, such as power and cooling, are rapidly increasing. Businesses must take all of these resource issues into consideration when investing in technology. Dataupia is excited to be at the forefront of this issue by offering an affordable, environmentally sound data warehouse appliance.”

The Dataupia Satori Server data management system is an all-in-one solution – server, storage and optimization software packaged as a [data warehouse appliance](#) – designed specifically to deliver persistent access to as much data as an organization needs. The combination of highly specialized software and powerful processors allows large amounts of data to remain on-line and ready for use. The Dataupia Satori Server installs quickly, requires little administration and allows for Omniversal Transparency and continuous and seamless scalability for increased users and data.

### **About Dataupia**

Dataupia brings a strong record of industry leadership to addressing the growing gap between the massive volumes of stored data and the portion that a business can use to its benefit. By architecting specialized software and industry-standard hardware into a highly cost-effective and intelligent appliance, Dataupia’s solution will amplify an organization’s existing information systems to provide deeper access into their data universe and more comprehensive business insight.

Founded in 2005, Dataupia is backed by Polaris Venture Partners, Valhalla Partners, and Fairhaven Capital. Learn more at [www.dataupia.com](http://www.dataupia.com).

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