

EDGE ASSOCIATES ANNOUNCE UK SOFTWARE DISTRIBUTION AGREEMENT WITH WISDOMFORCE INC.

UK data warehousing and BI consultancy strengthens systems integration proposition with WisdomForce FastReader™ – an ultra-high performance Oracle database extraction, migration, and load tool

LONDON, UK – 13th March, 2008 – Edge Associates (UK) Limited, the professional services business specialising in large scale data warehousing and business intelligence, today announced that it had signed an agreement with WisdomForce Inc., a Washington, US company to distribute, install, and support its FastReader™ product in the UK.

FastReader™ is an ultra-high performance Oracle database extraction and migration tool for use in heterogeneous database environments. It supports high-speed loading for all the major database platforms, including: Oracle, IBM DB2, Microsoft SQL Server, Sybase, MySQL, PostgreSQL, Teradata and Netezza. FastReader™ also support most operating systems and hardware platforms.

FastReader™ is more than twenty times faster than UTL_FILE or SQL*Plus spool for full table unload methods of data extraction. This translates into a huge reduction in latency from source system to data warehouse end-user. FastReader's™ highly optimised, parallel processing architecture minimises the CPU load, a real benefit to database administrators managing highly stressed resources. It can be applied to data migration, propagation and archiving tasks, and when combined with its native 'on-the-fly' compression and extraction capability, delivers a significant reduction in network utilisation. FastReader™ also offers a portable data extraction format that can be loaded to any target environment.

Andy Goldthorpe, Director at Edge Associates, said: "We're delighted to have the opportunity to distribute this fantastic product in the UK. Our experience has shown that the extraction time is often the most significant delay in migration and propagation of data. Given the speed of this software, our aim is to accelerate our client's business, delivering more value from data as quickly and efficiently as possible. FastReader™ fits this model perfectly."

About Edge Associates

Edge Associates, the professional services business specialising in large scale data warehousing and business intelligence. For further information see www.edge-a.co.uk, email info@edge-a.co.uk or call 0845 053 3485.

About WisdomForce

WisdomForce solutions make enterprise data universally, and securely up-to-date, accessible, and useful. WisdomForce Technologies delivers software products that help CIOs of data-intensive businesses and governmental entities to improve the quality, availability and continuity of the data within their IT systems, leading to better business decision-making, increased productivity, and an improved bottom line. WisdomForce's high-performance products focus on the database and data warehousing data movement/data integration market. WisdomForce's customers include Wal-Mart, Coca Cola, Verizon, Motorola, US Department of Labor, Thomson, Verisign and Ross Stores. WisdomForce's leadership in the market is based on customer adoption, innovation, vision and product superiority in real-world customer situations. WisdomForce is based in Seattle, Washington. For more information, please visit www.wisdomforce.com.