



## Estuate Announces Breakout Quarter for IBM Optim Practice

Executes three Optim implementations, closes three new Optim clients, and launches breakthrough development relationship with IBM Optim Product Development; Optim pipeline grows to 30 active deals

**Sunnyvale, California—April 7, 2009—Estuate announced a breakthrough first quarter in its growing IBM Optim practice, with significant milestones:**

- Executed three new Optim implementations—Co-operative Financial Services (UK), Isbank (Turkey), Travelport (Oracle EBS—referenceable!)
- Closed three new Optim clients, including our first PeopleSoft project—CNA (PeopleSoft), OMERS (Canada), UK Ministry of Defense (Oracle EBS)
- Launched a product engineering relationship with the Optim Development team to build new access definitions for Oracle E-Business Suite, and other product enhancements
- Launched IBM Optim practices for PeopleSoft, Siebel and JD Edwards

### Highlights by Project

**Travelport:** We are just completing a 6-week Optim Test Data Management project and Data Privacy pilot for Oracle EBS. We have achieved 92% reduction in disk storage for their Oracle On Demand implementation, with dramatic cost savings, and have met all project objectives. Travelport is a very happy Optim client and now a good Oracle EBS reference!

**Isbank (Turkey):** We worked with IBM Lab Services to implement Optim Test Data Management and Data Privacy for custom applications for this Turkish bank. This installation uses Optim's multi-language support option for the Turkish language.

**Co-operative Financial Services (UK):** We are working with IBM Global Services to implement Optim Test Data Management and Data Privacy to support a legacy application migration of banking applications to the Infosys Finacle banking system. This is an innovative use of Optim for testing the data migration from three legacy systems, using subsetting and data masking.

**CNA:** We have been selected by CNA Insurance in Chicago to implement Optim Data Growth for archiving data from a large custom data warehouse and PeopleSoft General Ledger. This is a 13-week project starting in late April.

**OMERS (Canada):** We will work with IBM Lab Services to implement Optim Test Data Management and Data Privacy for Oracle EBS.

**UK Ministry of Defense:** We will help EDS implement Optim Data Privacy for a major Oracle EBS installation for this client across 15 modules. As part of this project, we will work closely with IBM Optim Development to build and deliver 15 new Oracle EBS module Access Definitions. We hope this is the first of many Optim projects for the UK Ministry of Defense to come.

**IBM Optim Development:** We are very proud to become IBM's newest product engineering partner, initially in support of the UK Ministry of Defense project. We will first focus on building Oracle EBS Access Definitions needed for the UK Ministry of Defense and other priority Optim customers, and expect this to evolve into an ongoing relationship with the Optim team.

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