



## Estuate's Optim Practice Posts Strong Q4 Gains

**Sunnyvale, California—December 31<sup>st</sup>, 2009—Estuate's IBM Optim Practice completed the year with a flurry of Optim deals and a strong pipeline entering the New Year. Significant milestones include:**

- Executed 5 Optim implementations—Alere (Custom Data Growth), Amway (Oracle EBS Data Privacy), Pfizer (Data Privacy Pilot), Tata Sky (Siebel Data Growth), Wendy's/Arby's (Custom/Oracle EBS Archiving Strategy)
- Closed 3 new Optim client projects—Pfizer (Oracle EBS Data Growth Pilot), State Compensation Fund of Arizona (Custom Test Data Management), UnitedHealth Group (Oracle EBS Data Growth POC)
- Expanded our product engineering relationship with the Optim Development team to build new access definitions for Oracle E-Business Suite, Optim Data Privacy enhancements and others
- Scheduled Optim Data Growth for Oracle EBS Proof of Concept for Honeywell
- Finalized the product plan for our first Optim-related product—**Estuate's Unified Access for Optim**, which provides native Oracle E-Business Suite report and form access to an Optim compressed archive file
- Grew our Optim pipeline to 50 active deals entering the new year (including Oracle E-Business Suite (EBS), Siebel, JD Edwards and custom applications across North America, Europe, Middle East and Asia Pacific)

### Highlights by Project

**Alere:** We are nearing completion of Optim TDM and Data Privacy for three major custom applications across Alere's several data centers.

**Amway:** We completed an Optim Data Privacy for Oracle EBS implementation for Amway's test and development systems, and are targeting Optim TDM for those systems next.

**Pfizer:** We just completed an Optim Data Privacy pilot for Oracle EBS, and are ready to launch an Optim Data Growth pilot in January.

**Tata Sky:** We are implementing Optim Data Growth for its Siebel applications on site in India.

**Wendy's/Arby's:** We just completed a strategy project for archiving data from its legacy Ultipro payroll application as it moves to Oracle Payroll. We are now moving to implement the strategy of migrating Ultipro data to Oracle Payroll and implementing Optim Data Growth for ongoing archiving.

**Estuate's Unified Access for Optim:** We have just finalized our product plan for our first Optim value-added software product, which creates a real competitive edge for Optim on the Oracle EBS platform, by providing native access to Oracle EBS reports and forms against an Optim compressed archive file. The product will be available for delivery in Q1 2010.

**IBM Optim Product Development:** Our IBM Optim product engineering relationship continues to grow, with new Oracle EBS Access Definitions, performance tuning, and Optim Data Privacy product enhancements.

**Optim Pipeline:** We continue to drive 50+ active Optim sales opportunities with Optim sales teams around the world. Many of the opportunities focus on Oracle EBS and custom applications, with a healthy mix of Data Growth, Application Retirement, Test Data Management and Data Privacy opportunities. We're finding right now that the Optim enterprise platform story plays exceptionally well in large enterprises with heterogeneous application platforms.

**Optim Lead Generation:** We conducted Optim Lunch & Learn events in Phoenix Sacramento and San Diego for Oracle EBS, PeopleSoft, Siebel and JD Edwards customers.

**For more information, please contact Marc Hebert, Estuate's COO ([marc@estuate.com](mailto:marc@estuate.com); 510-468-7132).**

**On behalf of the Estuate team, thanks to all our IBM friends and colleagues for a very productive year, with the promise of much more to come...**