



## Estuate Accelerates Optim Practice in Q2 with 8 New Clients

Sunnyvale, California—June 30<sup>th</sup>, 2010—Estuate's IBM Optim Practice gained momentum in Q2 with 8 new client projects and 10 project completions. Significant milestones include:

- **Closed 8 new Optim client projects**— Blue Cross Blue Shield of Florida (Siebel archiving), Blue Cross Blue Shield of North Carolina (Siebel archiving), Blue Shield of California (custom data privacy), McLane (Oracle EBS archiving), OMERS (Oracle EBS archiving), Orange County, Florida (PeopleSoft archiving), Pfizer (PeopleSoft Data Privacy upgrade), United Healthcare (Oracle EBS archiving)
- **Completed 10 Optim implementations**—Alere (Custom TDM/Data Privacy), Emblem Health (custom/Siebel archiving), Blue Cross Blue Shield of Florida (Siebel archiving), Blue Cross Blue Shield of North Carolina (Siebel archiving), Blue Shield of California (custom data privacy), IBM (internal eHR Siebel archiving), Orange County (PeopleSoft archiving), Pfizer (Oracle E-Business Suite (EBS) archiving), State Compensation Fund of Arizona (custom test data management), State of Oregon-Department of Motor Vehicles (mainframe custom data privacy)
- **Completed Optim projects for Siebel, PeopleSoft and custom mainframe applications**, expanding our support for the Optim platform
- **Continued 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.
- Implemented 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—at our first client, Wendy's/Arby's Group
- **Sustained our Optim pipeline of 50 active deals** (including Oracle EBS, Siebel, PeopleSoft, JD Edwards and custom applications) across North America, Europe, Middle East and Asia Pacific
- **Launched Guardian practice**, led by focus on Oracle EBS
- **Built Oracle-to-DB2 migration pipeline**

## Highlights by Project

**Blue Cross Blue Shield of North Carolina:** We implemented native application access for a Siebel Data Growth environment.

**Blue Cross Blue Shield of Florida:** We just completed an implementation of Optim Data Growth Solution for Siebel

**Blue Shield of California:** We just completed an Optim Data Privacy/TDM optimization project for a major custom application

**Emblem Health:** We completed implementation enablement to Emblem Health for custom and Siebel applications

**IBM eHR:** We helped IBM IT implement Optim Data Growth Solution for its Siebel implementation

**OMERS:** We will shortly start an IBM Optim Data Growth Solution implementation for Oracle EBS

**Orange County, Florida:** We installed and configured Optim TDM for PeopleSoft

**Pfizer:** We completed the Oracle EBS Data Growth pilot, and now we are upgrading Pfizer's Optim Data Privacy implementation for PeopleSoft

**State Compensation Fund of Arizona:** We completed Optim TDM for a strategic application package

**State of Oregon-Department of Motor Vehicles:** We just completed an implementation of Optim Data Privacy for a custom mainframe application, replacing Compuware competing product

**T-Mobile:** We are implementing T-Mobile's innovative Archiving Factory concept across a wide range of custom applications using InfoSphere Discovery and Optim Data Growth.

**Wendy's/Arby's Group:** We are nearing completion of a large data migration and archiving project for its legacy Ultipro payroll application and Oracle Payroll.

**Estuate's Unified Access for Optim:** We are implementing our first Optim value-added software product at two clients, 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.

**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. We plan to extend our work to the Optim PeopleSoft platform during Q2.

**Optim Pipeline:** We continue to drive 50+ active Optim sales opportunities with Optim sales teams around the world, with a healthy mix of Oracle EBS, Siebel, PeopleSoft, JD Edwards and custom applications, including mainframe-based.

**Optim Lead Generation:** We conducted an Optim Lunch & Learn event in Denver for Oracle EBS, PeopleSoft, Siebel and JD Edwards customers. Our next ones are July 13<sup>th</sup> in Vancouver, July 27<sup>th</sup> in Omaha, and July 28<sup>th</sup> in St. Louis.

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