



Estuate's Optim Practice Jumps Out to a Quick Start in Q1

Sunnyvale, California—March 31st, 2010—Estuate's IBM Optim Practice got off to a sizzling start to 2010, reflecting a reviving U.S. economy. Significant milestones include:

- Executed 5 Optim implementations—Alere (Custom TDM/Data Privacy), Pfizer (Oracle E-Business Suite (EBS) Data Growth and Data Privacy), State Compensation Fund of Arizona (Custom Test Data Management), Tata Sky (Siebel Data Growth),
- Closed 5 new Optim client projects— Emblem Health (Custom Archiving), IBM Internal eHR (Siebel Archiving), Pfizer (Oracle EBS Archiving), State of Oregon DMV (Custom Archiving), Wendy's/Arby's Group (Custom/Oracle EBS Archiving)
- 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. Next, we plan to extend our Optim product work to the **Optim for PeopleSoft** platform in Q2.
- Released 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
- 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
- Began reselling IBM Guardium and InfoSphere Discovery, as one of IBM's strategic partners for 2010.

Highlights by Project

Alere: We completed Optim TDM and Data Privacy for two major custom applications across Alere's several data centers, with a third scheduled for completion in April.

Pfizer: We completed Optim Data Privacy and Data Growth pilots for Oracle EBS, and expect to launch a full Data Growth implementation in Q2.

State Compensation Fund of Arizona: We are implementing Optim TDM for a strategic application package

Tata Sky: We completed an Optim Data Growth Solution for its Siebel applications on site in India.

Wendy's/Arby's Group: We just launched a large data migration and archiving project for its legacy Ultipro payroll application and Oracle Payroll.

Estuate's Unified Access for Optim: We have just released 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 is now available for demo and general release.

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. Many of the opportunities focus on Oracle EBS and custom applications, with a healthy mix of Data Growth, Decommissioning, Test Data Management and Data Privacy opportunities. We're finding right now that the Optim platform, with its support for both mainframe and distributed data management, is resonating well our prospects and new clients.

Optim Lead Generation: We conducted Optim Lunch & Learn events in Dallas and Houston for Oracle EBS, PeopleSoft, Siebel and JD Edwards customers. Our next one is April 6th in Denver.

For more information, please contact Marc Hebert, Estuate's COO (marc@estuate.com; 510-468-7132). Here's to a great Q2...