



Estuate's Optim Practice Posts Strong Q3 Gains

"This has been the BEST contractor-staffed project I have been involved in here at Optim. The entire team should be commended for their great work— and specifically I want to thank Marc and Vasu for their leadership and professionalism." –Bruce Kratz, Optim Engineering Manager

Sunnyvale, California—October 23, 2009—Estuate's Optim Practice continued to hit stride in the third quarter, with significant milestones:

- Executed 3 new Optim implementations—Alere (Custom Data Growth), Amway (Oracle EBS Data Privacy) and Wells Fargo (Data Privacy strategy)
- Closed 3 new Optim clients—Pfizer (Oracle EBS Data Privacy pilot), Tata Sky (Siebel Data Growth) and Wells Fargo (Data Privacy strategy)
- 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
- Completed Optim Proofs of Concept with Oracle EBS for UnitedHealthcare and Suguna Poultry (India)
- Sustained our Optim pipeline of 40 active deals (including Oracle E-Business Suite (EBS), Siebel, JD Edwards and custom applications across North America, Europe, Middle East and Asia Pacific
- Expanded our relationship with IBM India for Optim sales coverage

Highlights by Project

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

Amway: We are implementing Optim Data Privacy for Oracle EBS for Amway's test and development systems.

Pfizer: We are launching an Optim Data Privacy pilot for Oracle EBS.

Wells Fargo: We are completing requirements definition for Optim Data Privacy for a set of legacy Wachovia applications.

IBM Optim Development: Our IBM Optim product engineering relationship continues to grow, with new Oracle EBS Access Definitions and Optim Data Privacy product enhancements as part of the UK Ministry of Defense project. In addition, we will launch Optim product support, bug fixing, and QA services during Q4.

Optim Pipeline: We continue to drive 40+ active Optim sales opportunities with Optim sales teams around the world. Many of the opportunities focus on Oracle EBS, custom applications, Siebel and JD Edwards, with a healthy mix of Data Growth, Test Data Management and Data Privacy opportunities. We're finding that data privacy compliance issues are now driving many business opportunities, and Optim's strong Data Privacy Solution features are leading the way.

Optim Lead Generation: We conducted Optim Lunch & Learn events in Los Angeles and Orange County for Oracle EBS, PeopleSoft, Siebel and JD Edwards customers, and will deliver our next ones in Sacramento, Phoenix and San Diego. We also cosponsored an Information Management event with IBM in Seattle for prospects at a Seahawks football game.

For more information, please contact Marc Hebert, Estuate's COO (marc@estuate.com; 510-468-7132). I'll be at IBM Information on Demand (IOD) all week—let's get together!