



Estuate Builds Big Q2 Momentum in Its Optim Practice

Executes 2 Optim implementations, closes 2 new Optim clients, and expands breakthrough development relationship with IBM Optim Product Development; Optim pipeline grows to 40 active deals

Sunnyvale, California—August 14, 2009—Estuate continued to build strong momentum in the second quarter with its growing IBM Optim practice, with significant milestones:

- Closed 2 new Optim clients—Alere (custom TDM and Data Growth) and JM Family (Data Privacy Governance Strategy)
- 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
- Built our Optim pipeline to 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 reseller coverage with a Software ValueNet, Software Value Incentive application for India
- Achieved Advanced PartnerWorld status
- Received accreditation for Information on Demand Specialty
- Grew to 20 Optim Technical Certifications and 3 Information Management Solution Sales Certifications

Highlights By Project

IBM Optim Development: We are very proud to be expanding our IBM Optim product engineering relationship. We have already delivered a family of new Oracle EBS Access Definitions, with more to come in the second half of the year. We are also working on Optim Data Privacy product enhancements as part of the UK MOD project. In addition, we expect to launch Optim product support, bug fixing, and QA services during Q3.

Optim Pipeline: We are very encouraged by the 40+ active Optim sales opportunities we are working with the 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 the Optim Business Value Analysis (BVA) tool significantly helps justify Optim investments with our clients.

Optim Lead Generation: We conducted an Optim Lunch and Learn in Toronto in June for Oracle EBS, PeopleSoft, Siebel and JD Edwards customers, and are planning our next one in Sacramento. We are also working with Optim Data Management reps in several regions on calling campaigns.

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