



## Estuate's Balebail Shines at IBM's Smarter Systems for a Smarter Planet Analyst Day

**Sunnyvale, CA - 5/04/2010- Prakash Balebail, CEO at Estuate, Inc. speaks on a partner panel at the IBM Smarter Systems for a Smarter Planet Analyst Day**

IBM's recent Analyst Day featured Prakash Balebail, CEO of Estuate, on a partner panel at the IBM Smarter Systems for a Smarter Planet event held at IBM Almaden Research Center in San Jose, California. IBM used the event to unveil its new Smart Analytics System that analyzes data 20 times faster, ideal for data-intensive applications in healthcare, energy, retail and financial sectors.

"Clients are demanding a new level of integrated systems that can handle a growing demand for data-intensive workloads while reducing IT costs," said Arvind Krishna, general manager, IBM Information Management. The products mark a new push by IBM toward selling complete systems based on its own hardware and software that are optimized for particular workloads.

Balebail represented the partner experience in working with IBM and its software portfolio for mutual customers. "When we partner with IBM, we never worry about them poaching our customers," he commented. His remarks received wide analyst comments regarding IBM's partner program and its software value proposition. Representative comments include:

"Clarification of the Optim story about data reduction - kept instances but reduced each, eliminated security problems on copies."

"The CEO of Estuate describes partnering engagement experience. Immediate dialogue, not just a URL. Built a joint business plan."

"Estuate used Optim Test Data Management (against Oracle) to take a 13(!) copy system to a single copy-- \$250K savings in a year."

"Estuate's Balebail: IBM offers partnership, higher value than simple relationship."

"Estuate moves to Optim for test data management. Optim is a sleeper product for IBM that will grow as ILM awareness grows."

"Prakash Balebail: Travelport used Optim subsetting feature on Oracle EBS to create smaller test DB."

### **About Estuate**

Founded in 2004, Estuate is a global information technology (IT) services company based in the heart of Silicon Valley. With deep Oracle applications product development roots, it provides world-class software product development services to software companies, and high-value application implementation and management services to enterprise clients.

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