



## **DataKinetics expands into Europe as demand for mainframe cost reduction grows**

*Company establishes key reseller partnerships as global strategy takes shape*

**OTTAWA, Canada – September 9, 2009 – DataKinetics** ([www.dkl.com](http://www.dkl.com)), a leading provider of in-memory optimization software for mainframe platforms, today announced it has formed relationships with three key European partners as the company seeks to expand its established foothold in North America to a broader global market. DataKinetics has signed reseller agreements with **HarMundi** ([www.harmundi.com](http://www.harmundi.com)) in Germany, **Primeur** ([www.primeur.com](http://www.primeur.com)) in Italy and Spain, and **SysperTec** ([www.syspertec.com](http://www.syspertec.com)) in France, providing the company with the reach to deliver its in-memory optimization software to European organizations.

Maximizing the millions of instructions per second (MIPS) processed by a mainframe can save companies millions of dollars annually, a benefit that appeals directly to the executive levels of major corporations like those in the Fortune 500. DataKinetics, which counts several of the Fortune 50 among its customers, reduces an organization's use of MIPS by at least 50% and often by 80% or more. For companies that use 2,500 MIPS/year, that means savings of at least \$1.8 million.

“Mainframes continue to be the computing platform of choice for large, high-volume transaction businesses and we continue to see strong demand for our software as a result,” said **Allan Zander, CEO, DataKinetics**. “The current economic climate means that all companies are seeking to do more with less, and DataKinetics helps companies using mainframes to maximize their investment in the platform by allowing them to get much more out of their MIPS.”

The company's flagship product, DataKinetics tableBASE, boosts mainframe applications to achieve greater throughput. The software is designed to define, build, maintain and manage in-memory tables. Accessing memory from RAM is about 1,000 times faster than accessing it from disk and, using an advanced architecture, tableBASE allows for high-performance access to tables in memory. Data access from in-memory tables rather than from disk drastically improves performance and flexibility because it uses the shortest and fastest possible path to data. The increased efficiency gained by using the shortest path to data reduces program execution time from hours to seconds. By placing rules in tables that are external to the application logic, time to implement changes to mainframe applications is reduced from months to hours.

“While we work with many of the largest companies in the world, our focus on North America has meant we have had limited penetration into Europe,” said Zander. “We are now very excited to be working to remedy this through building relationships with established companies like Syspertec, HarMundi and Primeur, and look forward to delivering the benefits of mainframe application optimization to the European market.”

In Germany, HarMundi GmbH offers software, services and solutions for enterprises, with a primary focus on mainframe IT infrastructure.

“Optimizing mainframe application performance is a powerful message to bring into the German market, home to some of the world’s largest financial companies,” said **Jutta Lingleback, Managing Director, HarMundi**. “The combination of DataKinetics’ technology with our deep expertise in the German mainframe market is an exciting prospect.”

Primeur is an Italian multinational company specialising in Data Governance, Security and Managed File Transfer.

“Improving MIPS usage is a very attractive message for any company with a mainframe computing environment, especially in today’s challenging economic climate,” said **Edoardo Musso, CEO, Primeur**. “We will be working closely with DataKinetics to ensure that companies in Italy and Spain are aware of its potential to improve performance and save money.”

France’s SysperTec has over 20 years of experience developing real-time protocol conversion technologies between the IBM mainframe and heterogeneous servers and terminals.

“We are looking forward to working with DataKinetics to help our customers reduce their mainframe costs,” said **Jean Marie Barathe, Managing Director of SysperTec Communication**. “The mainframe market is of vital importance to many of the largest organizations in France, and the level of optimization offered by DataKinetics tableBASE will be very attractive to them.”

#### **About DataKinetics**

A leader in critical information systems optimization, DataKinetics enables data centers with IBM System z Mainframe (z/OS) environments to achieve superior performance, capacity, and scale using existing applications and hardware. For over 30 years, DataKinetics’ in-memory optimization software has been enhancing hundreds of thousands of mission-critical transactions every second for Fortune 500 companies in banking, insurance, credit, broking and retail. For more information, visit [www.dkl.com](http://www.dkl.com).

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#### **European media and analyst contact:**

Danny Sullivan, consultant  
*inmedia* Public Relations  
Phone: +44 (0) 141 404 6478  
Email: [dsullivan@inmedia.com](mailto:dsullivan@inmedia.com)  
Twitter: @inmedian  
LinkedIn: <http://www.linkedin.com/pub/danny-sullivan/0/902/802>

#### **North American media contact:**

Linda Forrest, consultant  
*inmedia* Public Relations  
Phone: 613-983-3300  
Email: [lforrest@inmedia.com](mailto:lforrest@inmedia.com)  
Twitter: @lindaforrest



LinkedIn: <http://www.linkedin.com/in/lindaforrest>

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