



My mainframe is my business.

My business relies on MIPS.

I need my MIPS to do more



Corporate Overview

A leader in critical information systems optimization

DataKinetics® customers include the most successful Fortune 1000 companies around the world. To each of these world-class businesses, the mission-critical applications running on their IBM System z Mainframes *are* their business. DataKinetics provides the products and services that increase mainframe efficiency and decrease operational costs while achieving superior performance, capacity, and scale.



The standard for 20% of Fortune 50 organizations

DataKinetics customers include the most successful Fortune 1000 companies around the world; in fact, nine of the Fortune 50 companies employ DataKinetics products. Founded in 1997, and a leader in critical information systems optimization, DataKinetics provides the products and services that enable mainframe applications to achieve superior performance gains, capacity, and scale.

Solving the pain of the forward-thinking CIO, CFO, and CMO

Today's data centers are strained by increasing transaction volumes and decreasing batch processing windows — time is money. DataKinetics' products help C-level executives get to the root of the problem. Rather than replacing systems (which is a short-term fix) or re-engineering applications (which is a long-term, resource-hungry endeavor), CIOs with IBM System z Mainframes are choosing to boost the performance of the existing infrastructure with DataKinetics tableBASE® real-time in-memory optimization.

Delivering competitive advantage

Optimizing mission-critical applications rather than replacing systems supports business strategy.

- ▶ Decreasing enterprise costs
- ▶ Delivering new products and services to market faster
- ▶ Attracting and retaining new customers

Established

- 1997

Offices

- Canadian headquarters
- USA regional office

Executive management

- Allan Zander, CEO
- William Olders, President & CTO

Products & services

- Flagship product is DataKinetics tableBASE real-time in-memory optimization software
- Professional services, training services, and world-renowned 24x7 technical support services

Availability

- Worldwide

Global sectors

- Banks
- Insurance companies
- Brokerage houses
- Retail companies
- Credit card processing companies

Achieving performance gains

tableBASE boosts mainframe applications to achieve greater throughput. This real-time in-memory table management solution reduces mainframe resource usage, allowing for much faster applications — especially in transaction processing environments.

Mission-critical data centers rely on DataKinetics' products

DataKinetics mainframe performance solutions are the standard in organizations around the globe whose businesses rely on high-volume, mission-critical transactions — banks, insurance companies, brokerage houses, retail companies, and credit card processing companies:

- ▶ The top two commercial Fortune 50 banks use tableBASE at the heart of their mission-critical mainframe transaction processing systems. tableBASE is designed to address the specific problems that mainframe banking systems face in the 21st century — online transaction processing and offline batch processing.
- ▶ The top four of five brokerage houses in the United States rely on tableBASE to manage their trading processes
- ▶ Two of the big three credit card processor companies rely on tableBASE to achieve as much processing as possible in as little time as possible

Mission-critical data centers rely on DataKinetics' services

DataKinetics delivers Professional Services and Training Services:

- ▶ **DataKinetics auditPRO:** Mainframe and MIPS performance audit and optimization
- ▶ **DataKinetics supportPRO:** tableBASE integration services and support
- ▶ **DataKinetics trainPRO:** tableBASE systems training

We are renowned for our expert and responsive Technical Support Services. Our solution is proven in enterprises that require their mission-critical applications to be up-and-running 24x7. In addition to achieving world-leading performance gains, capacity, and scale without fail, our customers receive world-class 24x7 technical support services — without fail.

Proof of DataKinetics' success

- 20% of the Fortune 50 companies employ DataKinetics products
- A loyal and global customer base relies on DataKinetics; in fact, two customers have been using our products since 1977
- Our customers save millions annually by optimizing their MIPS

Reducing infrastructure investment and improving efficiency

For over 30 years, DataKinetics has been delivering world-leading performance gains, capacity, and scale to the world's mainframes. DataKinetics has helped organizations cope with increasing demands in boom economies, and save money and prepare for growth in sluggish economies.



A long-standing IBM Advanced Business Partner, DataKinetics mainframe performance product portfolio includes:

- ▶ DataKinetics tableBASE®
- ▶ DataKinetics tableBASE VTS
- ▶ DataKinetics tableBASE Process Manager
- ▶ DataKinetics tablesONLINE®

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About DataKinetics

DataKinetics®, the leader in critical information systems optimization, enables data centers within IBM System z Mainframe (z/OS) environments to achieve superior performance gains, capacity, and scale using existing applications and hardware. DataKinetics delivers distinct competitive advantage to global Fortune 500 companies to keep them a step ahead of the competition. For 30 years DataKinetics products have been enhancing hundreds of thousands of mission-critical transactions per second every day for banking, insurance, credit card, brokerage house, and retail industries—without fail. Visit www.dkl.com for more information.