

DataKinetics Offers \$75,000 To New Customers

OTTAWA, Dec 4, 2009 -- DataKinetics, a mainframe optimization and modernization company, has launched a US\$75,000 incentive program for new customers of its flagship product tableBASE, a real-time, in-memory optimization product.

Prospective customers who sign on before July 1, 2010 will be entitled to US\$50,000 for telling their story of how DataKinetics solutions have solved problems within their datacenters. They will also qualify for up to three days of free consulting to help determine other areas for potential performance improvement, reduced maintenance costs and market adaptive solutions. New customers are also entitled to up to US\$25,000 in additional savings on any other DataKinetics product purchases completed before July 1, 2011. To participate in the incentive program, prospective companies must successfully complete a trial of tableBASE.

"Experience has shown us that once we can complete a trial with a prospective customer, the benefits brought by DataKinetics' solutions are extremely evident," says DataKinetics CEO Allan Zander. "No customer has removed tableBASE from their mainframe application which speaks to the competitive advantage tableBASE provides. This incentive program is to encourage customers to speak about their experience with tableBASE since the best advertising comes from satisfied customers."

Current DataKinetics customers interested in acquiring new supplemental licenses also qualify for the free consulting and US\$25,000 savings portion of the offer.

See www.dkl.com/Special_Offer_1/ for detailed information.

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.

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