

Aha! and Pervasive Software Announce a Strategic Partnership

Exclusive interview featuring Aha!'s Mark Teflian and Pervasive's Mike Bryars

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Mark Teflian, Cofounder and CEO of Aha!, and Mike Bryars, General Manager of Pervasive® DataRush™, recently participated in an exclusive interview with Ron Powell and the BeyeNETWORK (www.BeyeNETWORK.com). In this interview, Teflian and Bryars discuss their joint platform and offerings and explain how the combined product offerings from Aha! and Pervasive give business users new classes of analytics to better predict business outcomes and act faster with more accuracy.

“The combined product offerings from Aha! and Pervasive are game-changing. They will enable business users to act upon fully informed, profitability-impacting decisions with the full range of analytics,” says Mark Teflian, Cofounder and CEO of Aha! “The classes of analytics our partnership will deliver enables the vast majority of business users –who are not able to optimize their business in line with their day-to-day business life –with access to our easy-to-use, high-performance analytics.”

“Pervasive and Aha! came together to introduce the next generation platform as a service (PaaS) for transformative business analytics,” says Mike Bryars, General Manager of

Pervasive DataRush. “We believe we have the necessary technologies and revolutionary products to close the gap and enable mass commercialization of powerful, high value, high performance analytics. The unique combination of the Aha! advanced analytics platform with Pervasive DataRush, Pervasive's cutting edge massively parallel data processing and analytics platform, will give companies of all sizes access to a new class of analytics that will be appealing to both model producers as well as model consumers who want the ability to rapidly and intelligently convert massive datasets to more usable knowledge at compelling price points.”

“Analytics aren't optional anymore,” says Ron Powell, Cofounder and Editorial Director of the BeyeNETWORK. “By Aha! and Pervasive coming together they give business users the tools they need to deploy high value analytics and high performance analytics that are needed to excel in this economy.”

[To listen to the interview, please click here.](#)

The BeyeNETWORK Spotlights are intuitive dialogues with innovative solution providers, and these spotlights provide a cutting-edge introduction to the new products and services of interest to the business intelligence



community. The Network publishes six newsletters serving more than 115,000 readers across a wide variety of industries, making it the largest newsletter-based information source for business intelligence, performance management, data warehousing, data integration and data quality.

End-to-End Software Platform

Our end-to-end software platform also performs **Data Services** such as aggregation, joining, cleansing, integration, matching and sorting important for data consolidation and data migration projects. Initial target analytic applications for the PDR Knowledge Discovery Platform include customer acquisition and retention, sales and revenue optimization, recommender system applications, workforce optimization, process improvement, and patient care management.

PDR closes the gap between available hardware processing power and exploding volumes of data. It also delivers what the software industry has been unable to deliver in terms of commercial applications to resolve the parallel programming challenge, unlock the power of multicore hardware and efficiently extract useful intelligence from massive data sets.

About Aha! Software

[Aha! Software](#) provides a new generation of analytics software for business to compete on analytics in a way that was not possible before now. The Aha! team has more than 200 years of experience in analytical sciences, software development, and world class IT systems. Aha! fuses operations research, management science, and software together in an single platform to help businesses and their employees of all types and sizes to optimize their business outcomes. Aha! launched its first products, Axel and Max in 2007. Aha! Software LLC is a privately held company located near Denver, Colorado. For more information, visit www.ahasoftware.com.

About BeyeNETWORK

[BeyeNETWORK](#) is an online network of sites that provide free resources for business intelligence professionals. The Network offers media in a variety of formats to fit the needs of Network subscribers and visitors, leading the industry with news, articles from industry experts, newsletters, executive spotlights, podcasts, expert-hosted channels and blogs. Our coverage extends beyond business intelligence to include information management, data warehousing, analytics, performance management, data integration, information quality and data governance. For more information, visit the flagship website at www.BeyeNETWORK.com.

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About Pervasive Software

[Pervasive Software](#) (NASDAQ: PVSW) helps companies get the most out of their data investments through embeddable data management, agile data integration software and revolutionary next generation analytics. The embeddable Pervasive PSQL database engine allows organizations to successfully embrace new technologies while maintaining application compatibility and robust database reliability in a near-zero database administration environment. Pervasive's multi-purpose data integration platform accelerates the sharing of information between multiple data stores, applications, and hosted business systems and allows customers to re-use the same software for diverse integration scenarios. Pervasive DataRush is an embeddable high-performance software platform for data-intensive processing applications such as claims processing, risk analysis, fraud detection, data mining, predictive analytics, sales optimization and marketing analytics. For more than two decades, Pervasive products have delivered value to tens of thousands of customers in more than 150 countries with a compelling combination of performance, flexibility, reliability and low total cost of ownership. Through Pervasive Innovation Labs, the company also invests in exploring and creating cutting edge solutions for the toughest data analysis and data delivery challenges. Robin Bloor, Founder of Bloor Research and partner at Hurwitz and Associates recently cited Pervasive as one of the [10 IT Companies to Watch in 2009](#). For additional information, go to www.pervasive.com.

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