



Contact:
Kim Daugherty
Pervasive Software
512.231.6507
kdaugherty@pervasive.com

Pervasive Software Unveils Data Matching Solution Based on Pervasive DataRush

Pervasive DataMatcher Designed to Aid Compliance and Threat Assessment and Help Detect Fraud, Money Laundering, Corruption

AUSTIN, TEXAS – March 10, 2009 - Advancing its emerging leadership in next-generation data-intensive applications processing and analytics, [Pervasive Software® Inc. \(NASDAQ:PVSW\)](http://www.pervasive.com), today introduced Pervasive DataMatcher™, a highly accurate and lightning-fast high-performance data matching solution. Pervasive DataMatcher, launched in conjunction with FOSE 2009 at the Walter E. Washington Convention Center in Washington, D.C., is designed to help organizations detect fraud, money laundering and corruption as well as enable threat detection and law enforcement applications, compliance monitoring and master data management (MDM).

Organizations of many types suffer huge costs from the combinations of fraud, corruption and non-compliance issues. These organizations regularly need to process staggering amounts of data from multiple data sources that are often inaccurate, inconsistent and contain duplicate records. Pervasive DataMatcher detects data redundancies and correlates records to deliver fast, precise analytic results with rapid ROI.

“The massively parallel-processing horsepower of the Pervasive DataRush™ data processing engine combined with our matching capabilities forms a powerful solution for translating massive amounts of raw data into actionable intelligence,” said Pervasive DataRush General Manager Mike Bryars. “Pervasive DataMatcher provides robust, innovative capabilities valuable to financial, insurance, healthcare, law enforcement and homeland security organizations that want to leverage powerful, next-generation analytics for detecting fraud and corruption, complying with anti-money laundering controls, and security and compliance monitoring.”

The seemingly straightforward task of data matching on large disparate datasets is a daunting challenge for many IT organizations. Even with a fairly small dataset, comparing each record to every other record can generate an overwhelming amount of data. For example, comparing every record of a 100,000-row dataset would involve nearly 5 billion record comparisons.

Pervasive DataMatcher is designed to scale seamlessly on large, complex datasets with the ability to match on any or all fields in a dataset, including fuzzy matching. Pervasive DataMatcher is built on top of the patent-pending Pervasive DataRush processing engine, enabling the solution to crunch through massive datasets quickly and accurately on commodity multicore hardware.

As data volumes continue to explode, organizations struggle to detect patterns and extract meaningful insights. “Data Governance is key to delivering high integrity, relevant data, which forms the foundation for extracting knowledge to drive good business decisions,” said Mark Beyer, Gartner Research VP. “Users increasingly – and rightfully – demand access to relevant data that has undergone complete, meaningful, efficient preparation to get to the right answers faster. Effective data matching capabilities is one of the keys to preparing information along with cleansing, parsing, standardization, profiling and others.”

Pervasive DataMatcher delivers:

- Fuzzy matching and record linkage
- High-performance response times for large datasets
- Ability to match on any combination of fields in datasets
- Ability to handle multilingual and international character sets with full Unicode support
- Data partitioning to segregate data into like groups for deeper comparison, delivering high scalability and better application performance as more processor core resources are available, using encodings including Soundex, Refined Soundex, Metaphone, Double Metaphone and sub-string
- Fields comparisons using matching algorithms including Levenshtein Edit Distance, Jaro, Jaro-Winkler, Jaro-Hef, Damerau-Levenshtein, Q-gram, Positional Q-gram, prefix, suffix and exact match

Pervasive DataMatcher is currently available. For additional information, please visit www.pervasivedatarush.com/

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 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.

Cautionary Statement

This release may contain forward-looking statements, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. All forward-looking statements included in this document are based upon information available to Pervasive as of the date hereof, and Pervasive assumes no obligation to update any such forward-looking statement.

###

All Pervasive brand and product names are trademarks or registered trademarks of Pervasive Software Inc. in the United States and other countries. All other marks are the property of their respective owners.