



**Contact:**  
Kim Daugherty  
Pervasive Software  
512.231.6507  
[kdaugherty@pervasive.com](mailto:kdaugherty@pervasive.com)

**Pervasive Software Announces General Availability of Pervasive DataRush**  
*Technology Ushers in a New Era of Powerful, Analytic Applications*

AUSTIN, Texas – March 30, 2009 – [Pervasive Software](#)® Inc. (NASDAQ: PVSW), a global emerging leader in next generation analytic applications, today announced the general availability of [Pervasive DataRush](#)™, a revolutionary high-performance, embeddable software platform for the next generation of data-intensive processing and analytics. This transformative technology addresses the gap between rapidly proliferating [multicore](#) processors, exploding volumes of data and the lack of analytic software to fully exploit industry hardware and efficiently extract useful intelligence.

By delivering dramatic performance improvements over current technologies, early users of this patent-pending technology have been able to analyze large data sets from multiple sources at unprecedented speeds, removing roadblocks to new business models and improving the way these organizations analyze and manage data.

“The analytics market is poised for unprecedented innovation and we are leading the way forward with our introduction of Pervasive DataRush to power new classes of analytic applications,” said Mike Bryars, General Manager of DataRush Products at Pervasive Software. “Data volumes are exploding and data must often be analyzed and acted upon in near real-time. Pervasive DataRush sets a new standard with unmatched performance for processing data-intensive applications on popular multicore hardware.”

At the heart of Pervasive DataRush is a powerful, massively parallel data processing engine that enables fast, efficient, deep analysis and searching of large data stores. The platform integrates breakthrough technology to resolve well-known [parallel programming](#) challenges associated with writing software for multicore processors: built-in features automatically handle issues such as locking, threading, and deadlock. The platform is designed for ease of integration and fast deployment and also has built-in, run-time scalability that takes advantage of all available CPU resources. The platform is highly flexible and fully embeddable with a lightweight footprint and is readily portable across different hardware and operating systems enabling quick upgrades.

“The very large amount of data now available, combined with the widespread adoption of multicore hardware, presents a huge opportunity for ‘fact based decision-making for everyone’. This idea sounds very attractive – but with today’s technologies, many organizations find that they cannot process the amount of data they have fast enough to meet their needs for timely, fact-based decision-making,” comments David Norfolk, Bloor Research analyst and practice leader. “Pervasive DataRush is one technology that gives the business the ability to exploit most of the rich data resources it owns, efficiently and on widely available “commodity” hardware, unhindered by conventional IT processing bottlenecks.”

Just as Moore’s Law predicted doubling the MIPS every 12-18 months, some hardware manufacturers are beginning to double the number of cores on a processor every 12-18 months – or even faster. Pervasive

DataRush helps to maximize investments in multicore technology by fully utilizing the potential of emerging multithreaded processors and takes full advantage of scale up possibilities as the market moves from 2 to 4, 8, 16 and one day hundreds or thousands of cores.

[Multicore](#) software applications are very difficult to develop and implement with existing technologies. Meanwhile, as the number of cores increases and data volumes explode, the performance and business value of current generation analytic applications will continue to lag the capability of the hardware. Pervasive DataRush will help accelerate next generation analytics beyond the constraints of existing application architectures, opening the door to new cost-efficient, high-value applications that scale to take full advantage of all available data and hardware resources.

“Despite the ever-increasing capabilities of hardware due to multicore technology, performance-starved analytic applications are increasingly a contributing factor to the inability to manage risk and monitor compliance,” said Carl Claunch, Gartner VP and distinguished analyst. “Many organizations in markets such as financial, healthcare and governmental agencies rely on data to make vital decisions and could benefit from tools that enable the ability to implement effective, high performance analytic applications that can fully exploit the multicore hardware of today.”

Organizations of all sizes can benefit from the new analytic capabilities enabled by Pervasive DataRush. The technology is particularly suited to support applications with large volumes of data such as those found in [healthcare](#), financial services, manufacturing, logistics, energy and the [public sector](#). Pervasive will soon be announcing a channel and partner strategy to support these and other industries.

“Customers need to analyze and manage their data quickly to keep pace with the rapidly changing business environment,” said Lorraine Bartlett, director, worldwide marketing, Business Critical Systems, HP. “Organizations can achieve dramatic performance improvements when Pervasive DataRush takes advantage of multi-core HP Integrity servers and blades. Together the combination allows customers to rapidly extract useful intelligence from massive volumes of data in order to drive business growth.”

### **Availability**

Pervasive DataRush has been deployed on widely available and accepted industry-standard hardware and operating systems. Trial downloads are available at [www.pervasivedatarush.com](http://www.pervasivedatarush.com). Supported industry platforms include:

#### **Operating Systems**

- Windows 2000
- Windows XP/2003 Server
- Windows Vista/2008 Server
- Solaris
- IBM AIX
- Red Hat Enterprise Linux
- SUSE Linux Enterprise
- HP-UX 11i

#### **Processors**

- Any Intel or AMD 32/64-bit CPU
- Any Sun SPARC 32/64-bit CPU
- Any IBM POWER Architecture 32/64-bit CPU

#### **Java 6 JVMs**

## **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](http://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.*