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Pervasive Software Enriches Pervasive DataRush with Scalable Analytics

Highly Parallel Platform Leverages Multicore Systems to Uniquely Solve Big Data Problems in Data Preparation and Analytics

AUSTIN, Texas – June 17, 2010 - [Pervasive Software® Inc. \(NASDAQ: PVSW\)](#), an emerging leader in enabling scalable [data-intensive applications and data analytics](#), today announced a significant update to Pervasive DataRush™, offering extensible libraries for data preparation and analytics, as well as integration to the KNIME open source workflow interface for data mining. Pervasive DataRush is ideal for ISVs, OEMs, SI's, and end users in industries such as [healthcare](#), pharmaceuticals, [financial services](#), telecommunications, [oil and gas](#) and utilities as well as [Government agencies](#) who are striving to improve data quality and implement timely analytics as they face increasing data volumes and complexity.

Pervasive DataRush is an embedded parallel dataflow platform that helps eliminate performance bottlenecks in data-intensive applications. Its expanded capabilities enable a broader range of users to cost effectively address the growing challenge and complexity of [big data](#). It provides dramatically reduced runtimes for data preparation and analysis and enables the consumption of very large datasets without having to rely on sampling or the use of expensive, high-maintenance clusters.

“The volumes of data continue to stress traditional technology architectures where the performance and scalability is not acceptable for supporting analytics and business intelligence.” stated Mark Smith, CEO & EVP Research, Ventana Research. “Pervasive has addressed this need with DataRush which provides a new level of data processing to enable powerful historical and predictive analytics on big volumes of data.”

With the ability to dynamically scale to fully utilize multicore technology, Pervasive DataRush-enabled applications can quickly overcome typical [data preparation](#) bottlenecks involved in cleansing, aggregating or [de-duplicating data](#). This new release extends the platform to perform data mining and predictive analytics, allowing organizations to extract timely knowledge from their large data sets and enable more informed decisions.

“The scalability of Pervasive DataRush across cores and data sizes, its high throughput, extensibility, ease of implementation and cost-efficiency, allows users to ‘future-proof’ their applications to automatically take advantage of increased core counts as multicore hardware goes from dual-core to 8, 12, 24 or 48 cores and beyond,” said Ray Newmark, vice president of sales and marketing for Pervasive DataRush. “It takes care of complex parallel programming issues so developers can focus on their core challenges rather than on the intricacies of developing highly parallel multicore-ready applications.”

“Pervasive DataRush provides an innovative approach to high-speed data analytics,” said Tony Galluscio, Healthcare Solutions Product Line Manager, Harris Corporation.

The enhanced Pervasive DataRush capabilities, now generally available and accessible as a [trial download](#), include:

- New core analytics library including: k-Means clustering, naïve Bayes, decision tree (C4.5) and k-nearest neighbor classification algorithms
- Expanded data preparation capabilities
- New parallel analytic nodes for KNIME
- Java SDK to extend and customize data preparation and analytics capabilities
- JavaScript-based scripting interface

About Pervasive Software

Pervasive Software (NASDAQ: PVSW) helps companies get the most out of their data investments through agile and embeddable software and SaaS services for data management, data integration, [B2B exchange](#) and analytics. The embeddable [Pervasive PSQL™](#) database engine provides robust database reliability in a near-zero database administration environment for packaged business applications. Pervasive's multi-purpose [data integration](#) platform, available on-premises and in the cloud, 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 parallel dataflow platform enabling data-intensive 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, Chief Research Analyst and President, The Bloor Group and Founder, Bloor Research, recently cited Pervasive as one of the [“10 IT Companies to Watch in 2010.”](#) 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.

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