



METRIC INSIGHTS

FOR IMMEDIATE RELEASE

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Metric Insights to exhibit at the NoSQL Now! Conference & Expo

San Francisco, CA (August 7, 2012) – Metric Insights announced today it will exhibit at the 2012 NoSQL Now! Conference, an event dedicated to covering the dynamic field of NoSQL technologies. The event will take place August 21 – 23, 2012, in San Jose and is expected to host nearly 1,000 attendees. Metric Insights is Booth 123.

Metric Insights will show a detailed Big Data case study of how Barnes & Noble Inc. uses Metric Insights to create insights from a 100 Terabyte Aster data store. Hundreds of users, both internal and at external partners sites, use the system today.

Metric Insights provides a self-service, context-based approach to business intelligence (BI) to enable data-driven companies to put both existing BI and new Big Data applications in the hands of more users, resulting in better, faster decision-making across the organization. By combining data sources — from Excel spreadsheets to Big Data — with external event data and annotations, vital insights become apparent to everyone in the organization. Metric Insights visualizations are easily embedded into other web and mobile applications.

BI professionals benefit from Metric Insights because solutions can now be implemented in hours instead of weeks using our powerful automated tools that eliminate many of the mundane tasks associated with traditional BI.

“Metric Insights is unique in that we can deliver NoSQL results instantaneously to hundreds of users in an organization,” says Marius Moscovici, Founder and CEO of Metric Insights. “We deliver Big Data without the Big Wait.”

This year's conference will host over 50 sessions and 80 speakers on a variety of hot topics including Hadoop, MongoDB, Couchbase, Cassandra, XQuery and Graphs. NoSQL Now! Is an educational conference that explains the diversity of NoSQL technologies, how these technologies address various business needs, and offers an objective evaluation processes to match the right NoSQL solutions with the right business challenge.

"NoSQL Now! is for every enterprise that needs to find better, faster and cheaper solutions to managing its fast growing databases" according to conference Co-Chair, Tony Shaw of DATAVERSITY. "The educational program accommodates all levels of technical understanding, from novice through expert, with special emphasis on the needs of enterprise IT and big data applications."

About NoSQL Now!: NoSQL Now! is an educational conference and exhibit focused on the emerging field of NoSQL technologies. NoSQL (Not Only SQL) refers to the new breed of databases that are not based on the traditional relational database model, including document stores, key value stores, columnar databases, XML databases and graph databases. The NoSQL Now! Conference is designed to educate developers, data managers and architects on how these new technologies work, the applications they are best suited for, and how to deploy them. The first NoSQL Now event in August 2011 attracted 514 people, and the upcoming 2012 event is expected to draw almost 1000 attendees. Additional details are available at www.NoSQLNow.com. For press inquiries please contact Gretchen Hydo at Gretchen@Chatterboxink.com or (818) 203-6060.

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