



**FOR IMMEDIATE RELEASE**

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**DATAVERSITY Announces Sponsors of the 2013 NoSQL Now! Conference**

*Leaders of the NoSQL database market gather in one place for the biggest vendor-neutral NoSQL event of the year!*

Los Angeles, CA (July 18, 2013) – DATAVERSITY™ today announced its 2013 sponsors for NoSQL Now! Attendees will have the rare opportunity to meet and learn from more than 20+ NoSQL database and tool companies.

“This is an opportunity to do over 6 months of technical product and vendor research in just 3 days” said Tony Shaw, DATAVERSITY Founder and CEO. “NoSQL Now! focuses on scalable, high-performance databases and offer over 60 sessions and 80 speakers on the topics that are driving high-performance data, Big Data analytics, scalability and real-time systems.”

This year’s list of prominent sponsors include 10gen, GridGain, Objectivity, Oracle, FoundationDB, MapR Technologies, Scientel, Cloudant, Couchbase, Franz, 28msec, Acunu, Aerospike, Altoros, Neo Technology and YarcData.

10gen is the company behind MongoDB, the **leading NoSQL database**. MongoDB (from "humongous") is reinventing data management and powering **big data**. Designed for how we build and run applications today, MongoDB empowers organizations to be more agile and scalable. It enables new types of applications, better customer experience, faster time to market and lower costs. MongoDB has a thriving global community with 4 million downloads, 50,000 Online Education registrations, 15,000 MongoDB User Group (MUG) members and 10,000 annual MongoDB Days attendees. The company has more than 600 customers, including many of the world’s largest organizations.

GridGain develops a scalable, distributed, in-memory data platform for real time data processing. Our products enable development of applications and services that can instantly access terabytes to petabytes of information from any data source or file system, distribute computational tasks across any number of machines, and produce results orders

of magnitude faster than traditionally architected systems.

Objectivity, Inc. is the Enterprise NoSQL leader, helping customers harness the power of Big Data. Our leading edge technologies: InfiniteGraph, The Distributed Graph Database™ and Objectivity/DB, a distributed and scalable object management database, enable organizations to discover hidden relationships for improved Big Data analytics and develop applications with significant time-to-market advantages.

Oracle NoSQL Database combines Simple Administration, Scalable Predictable Performance, Enterprise-grade Support and Transparent Integration with Oracle Database and related technologies to manage all the data in an enterprise. Andrew Mendelsohn, Oracle SVP of Database Server Technologies, will deliver a keynote discussing how enterprises can leverage the power of NoSQL on August 21st at 9:00 a.m.

FoundationDB, the NoSQL database with ACID transactions, will be making a major product announcement during NoSQL Now!, and will also be providing an interactive database fault tolerance demonstration at their booth. Co-founder Dave Rosenthal will be presenting a 45 minute session on ACID transactions in the world of NoSQL.

MapR delivers on the promise of Hadoop with a proven, enterprise-grade platform that supports many mission-critical and real-time production uses. MapR brings unprecedented dependability, ease-of-use, and world-record speed to Hadoop, NoSQL, database and streaming applications in one unified Big Data platform. Visit [www.MapR.com](http://www.MapR.com) to download MapR or learn more.

Scientel to Present GENSONIX® “All Big Data Management” DB at NoSQL Now! – True Big Data effectiveness relies on advanced NoSQL DB capabilities to process unstructured as well as structured data. GENSONIX® NoSQL DB stores, manages, processes, and delivers results for ALL types of Big Data fast, accurately, reliably, and cost-effectively.

Cloudant provides the world’s first globally distributed database-as-a-service (DBaaS) for loading, storing, analyzing, and distributing operational application data for developers of large and/or fast-growing Web and mobile applications. Cloudant Chief Scientist Mike Miller will present "Moving Beyond the No/New/SQL Debate" on August 21 at 12:30 p.m.

Couchbase is a leader in NoSQL technology and the company behind the Couchbase open source project. Couchbase Server, the company’s flagship document database, is known for reliability at scale. Production deployments include AOL, Cisco, Concur, LinkedIn, Orbitz, Salesforce.com, Shuffle Master, Zynga and hundreds of other household names worldwide.

Franz Inc., the leading supplier of Graph Database technology for the Semantic Web, will demonstrate its newly released Gruff v5.0, the industry's leading RDF browser to view graph data, explore connections within data, and visually build queries without writing

code. Gruff makes it simple to intelligently explore your graphs.

For more information on sponsorship or opportunities to promote your products and services, please contact Warwick Davies at [warwick@dataversity.net](mailto:warwick@dataversity.net).

To register for the conference, or to view the program schedule visit:  
[www.NoSQLNow.com](http://www.NoSQLNow.com)

For press inquiries or to request a press pass, please contact Gretchen Hydo at [Gretchen@Chatterboxink.com](mailto:Gretchen@Chatterboxink.com) or (818) 203-6060.

**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 upcoming 2013 event is expected to draw over 800 attendees. Additional details are available at [www.NoSQLNow.com](http://www.NoSQLNow.com).

**About DATAVERSITY:**

DATAVERSITY™ provides resources for information technology (IT) professionals, executives and business managers to learn about the uses and management of data. Our worldwide community of practitioners, advisers and customers participates in, and benefits from, DATAVERSITY's educational conferences, discussions, articles, blogs, webinars, certification, news feeds and more. Members enjoy access to a deep knowledge base of presentations, research and training materials, plus discounts off many educational resources including webinars and conferences. For more information please visit: [www.DATAVERSITY.net](http://www.DATAVERSITY.net) or email [events@dataversity.net](mailto:events@dataversity.net).