



Webinar on Enterprise Graph Computing and Relationship Analytics to be Hosted by InfiniteGraph, with Guest Speaker from Leading Industry Analyst Firm

Presentation will enable organizations to improve and speed discovery in their leading applications and services

For immediate release:

Sunnyvale, CA -September 20, 2010 - InfiniteGraph, a business unit of Objectivity, Inc., and developer of data technologies enabling advanced relationship analytics for enterprise and government applications, will host a webinar on discovery of the complex connections that exist within distributed big data.

The webinar, entitled "[Graph Computing and Relationship Discovery in the Enterprise](#)," will help software developers and system architects understand how and when to leverage a new class of "NoSQL" (or "Not Only SQL") alternatives to traditional relational database technologies, in support of the advanced requirements of next generation services and application architectures. Participants include guest speaker Carl Olofson, Research Vice President, Database Management and Data Integration Software for IDC (International Data Corporation), and Darren Wood, Lead Architect for InfiniteGraph, the distributed graph database.

Live Webinar Schedule and Registration:

Thursday, October 7, 2010

10:00 a.m. – 11:00 a.m. PST (1:00 – 2:00 p.m. Eastern / 6:00 – 7:00 p.m. GMT)

[Click here to register for "Graph Computing and Relationship Discovery in the Enterprise"](#)

or copy the following URL into your web browser's address field:

http://lfov.net/webrecorder/s?kid=104&cid=LF_1ef8883e

Topics of Discussion:

- An overview of movement towards new technologies
- Limitations of traditional data technologies in handling certain problems
- The new classes of technologies and applicable use cases
- The role of "graph databases" in development of next-generation services
- Applications ideally suited to large scale graph processing, and examples

Attendees will learn how InfiniteGraph is ideally suited to processing complex data structures within "big data" – distributed petabyte, exabyte or greater volumes of information – and enabling organizations to

extract and discover hidden and valuable connections in the data they collect today. InfiniteGraph's graph and relationship analytics capabilities enable organizations involved in social network analytics, business analytics, network management analytics, bio informatics and health science analytics, just to name a few, to derive actionable intelligence and value, with significant time-to-market advantages.

Webinar Presenters:

Carl Olofson, Research Vice President, Database Management and Data Integration Software for IDC (International Data Corporation), performs research and analysis on technologies, trends and developments in the information and data management (IDM) markets, database management systems (DBMS) markets, data movement and replication software, data management software, metadata management software, and related tools and software systems. Mr. Olofson also contributes overview and data integration research content on Integration and Deployment Software, which covers developments in software technologies that manage the overall integrated deployment of applications developed and maintained using application development and deployment software. Mr. Olofson also advises clients on market and technology directions as well as performing supply and demand-side primary research to size, forecast, and segment the database market.

Representing InfiniteGraph, a distributed graph database, is Darren Wood, Lead Architect and Developer. Mr. Wood has spent the majority of his career architecting and building distributed systems with an emphasis on elastic scalability and data management. Prior to joining Objectivity in 2007, Mr. Wood held positions as a Senior Consultant with IONA Technologies and a Development Team Lead for Citect Australia. He holds a First Class Honors Degree in Computer Systems Engineering from the University of Technology in Sydney, Australia.

About InfiniteGraph

InfiniteGraph enables large-scale graph processing, data analytics and discovery in systems and services developed around social networking, business intelligence, scientific research, national security and other advanced, mission critical requirements. InfiniteGraph offers a unique, graph database solution based on a highly-scalable, distributed data persistence technology that has been deployed in some of the most advanced and mission-critical enterprise and government systems in operation today. Organizations can use this solution to discover complex relationships in their data and develop applications with significant time-to-market advantages and technical cost savings. For more information, visit <http://www.infinitegraph.com>.

About Objectivity, Inc.

Objectivity, Inc. is the leader in distributed, scalable data management technology, and provides the core technology for InfiniteGraph. The company's patented distributed data engine and persistent object store is the enabling technology within many markets, powering some of the most complex applications and mission critical systems used in commercial, enterprise, government and research organizations today. Objectivity, Inc. is headquartered in Sunnyvale, California, USA. Contact Objectivity, Inc. online (www.Objectivity.com) or call (408) 992-7100 for more information.

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