



Attunity Wins \$1.2 Million in Additional Business with Fortune 100 Company Expanding its Customer Analytics Initiative

January 16, 2018

Company's expanded use of Attunity Replicate provides ability to stream data into Kafka from many disparate data sources

BURLINGTON, Massachusetts, January 16, 2018 /PRNewswire/ --

Attunity Ltd. (NASDAQ CM: ATUU), a leading provider of data integration and Big Data management software solutions, announced today that one of its existing customers, a Fortune 100 pharmacy benefit management company (the "Company"), has purchased [Attunity Replicate](#) for an additional \$1.2 million to support a broader deployment of its customer analytics initiative.

The Company began a modern analytics initiative in 2016 designed to improve its customer response time and satisfaction. To support this initiative, the Customer selected data streaming using Kafka technology, capturing data in real-time from a variety of data sources. While the Customer had been using various data integration products, it selected Attunity Replicate last year to support the initial phase of its project and enable real-time data and efficient data delivery into Kafka. Now, as the Customer planned to scale up its deployment, it needed Attunity Replicate to capture additional critical customer data from its mainframe systems, which will enable their goal of a 360-degree view of their customers.

"We continue to partner with large global and Fortune companies building modern analytics and real-time data architectures that enable and expand competitive capabilities," explained **Shimon Alon, Chairman and Chief Executive Officer at Attunity**. "This expansion deal is yet another example of the strategic value that Attunity solutions provide for organizations that are scaling their big data and analytics initiatives."

About Attunity

Attunity is a leading provider of data integration and Big Data management software solutions that enable availability, delivery, and management of data across heterogeneous enterprise platforms, organizations, and the [cloud](#). Our software solutions include [data replication and distribution](#), [test data management](#), [change data capture \(CDC\)](#), [data connectivity](#), [enterprise file replication \(EFR\)](#), [managed file transfer \(MFT\)](#), [data warehouse automation](#), [data usage analytics](#), and [cloud data delivery](#).

Attunity has supplied innovative software solutions to its enterprise-class customers for over 20 years and has successful deployments at thousands of organizations worldwide. Attunity provides software directly and indirectly through a number of partners such as Microsoft, Oracle, IBM and Hewlett Packard Enterprise. Headquartered in Boston, Attunity serves its customers via offices in North America, Europe, and Asia Pacific and through a network of local partners. For more information, visit <http://www.attunity.com> or our [blog](#) and join our community on [Twitter](#), [Facebook](#), [LinkedIn](#) and [YouTube](#).

Important Note: *The announcement of any particular selection or implementation of Attunity products is not necessarily indicative of the timing of recognition of revenue therefrom or the level of revenue for any particular period.*

Safe Harbor Statement

This press release contains forward-looking statements, including statements regarding the anticipated features and benefits of Replicate Solutions, within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995 and other Federal Securities laws. Statements preceded by, followed by, or that otherwise include the words "believes", "expects", "anticipates", "intends", "estimates", "plans", and similar expressions or future or conditional verbs such as "will", "should", "would", "may" and "could" are generally forward-looking in nature and not historical facts. Because such statements deal with future events, they are subject to various risks and uncertainties and actual results, expressed or implied by such forward-looking statements, could differ materially from Attunity's current expectations. Factors that could cause or contribute to such differences include, but are not limited to, risks and uncertainties relating to: our history of operating losses and ability to achieve profitability; our reliance on strategic relationships with our distributors, OEM, VAR and "go-to-market" and other business partners, and on our other significant customers; our ability to manage our growth effectively; acquisitions, including costs and difficulties related to integration of acquired businesses and possible impairment charges; our ability to continue to expand our business into the SAP market and the success of our Gold Client offering; timely availability and customer acceptance of Attunity's new and existing products, including Attunity Replicate, Attunity Compose and Attunity Visibility; fluctuations in our quarterly operating results, which may not necessarily be indicative of future periods; changes in the competitive landscape, including new competitors or the impact of competitive pricing and products; a shift in demand for products such as Attunity's products; the impact on revenues of economic and political uncertainties and weaknesses in various regions of the world, including the commencement or escalation of hostilities or acts of terrorism as well as cyber-attacks; and other factors and risks on which Attunity may have little or no control. This list is intended to identify only certain of the principal factors that could cause actual results to differ. For a more detailed description of the risks and uncertainties affecting Attunity, reference is made to Attunity's latest Annual Report on Form 20-F (as amended) which is on file with the Securities and Exchange Commission (SEC) and the other risk factors discussed from time to time by Attunity in reports filed with, or furnished to, the SEC. Except as otherwise required by law, Attunity undertakes no obligation to publicly release any revisions to these forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

© Attunity 2018. All Rights Reserved. Attunity is a registered trademark of Attunity Inc. All other product and company names herein may be trademarks of their respective owners.

Press contact: Melissa Kolodziej, Senior Director of Marketing Communications, Attunity, melissa.kolodziej@attunity.com, Tel. 603-305-3664

SOURCE Attunity Ltd.