



## Publishers Clearing House Explains How to Perform Large-scale Analytics Using MapR and Attunity Solutions

February 27, 2018

**Live Webinar to take place on March 1, 2018 at 1:00 pm ET**

BURLINGTON, Massachusetts, Feb. 27, 2018 /PRNewswire/ -- Attunity Ltd. (Nasdaq: ATTU), a leading provider of data integration and Big Data management software solutions, today announced that it will be presenting on a live webinar with its customer Publishers Clearing House and partner MapR Data Technologies. The one-hour webinar, "[Publishers Clearing House Explains How to Perform Large-scale Analytics using MapR and Attunity Solutions](#)," will take place on March 1, 2018 at 1:00 PM EST.

### About the Webinar:

Join us and Publishers Clearing House, a leading interactive media Company offering a broad range of products, digital entertainment and services to consumers, as they explain their process of moving large volumes of data on a DB2 mainframe environment to Hadoop to perform large-scale analytics. The company, whose success is built on its unique mix of free-to-play games, sweepstakes, and value-packed offers, chose the MapR Converged Data Platform as their data platform and Attunity Replicate to synchronize their real-time data lake with their mainframe transactional system. The result? They began realizing more value from their data right away. And, are now using Attunity Replicate to move non-marketing data to Hadoop to gather more business intelligence from that.

### Event Speakers:

- Gino Kelmenson, Director of Enterprise Data Systems at Publishers Clearing House
- Ravi Jannu, Big Data Lead at Publishers Clearing House
- Ronak Chokshi, Product & Solutions Marketing Lead, MapR Data Technologies
- Jordan Martz, Director of Technology Solutions, Attunity

### Event Details

When: March 1, 2018

Time: 10:00 AM PT / 1:00 PM ET

Register here: [http://info.mapr.com/18.03.01\\_WB\\_Attunity-PublishersClearingHouse\\_Partner\\_DG\\_LPRegistration.html?utm\\_Influencer=Attunity](http://info.mapr.com/18.03.01_WB_Attunity-PublishersClearingHouse_Partner_DG_LPRegistration.html?utm_Influencer=Attunity)

### 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 communities 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.

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