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## Attunity Introduces New Hadoop Solution Designed to Accelerate Adoption of Hadoop and Big Data Movement

### New Attunity Replicate 4.0, to be unveiled at Strata Conference + Hadoop World, reduces complexity and drives down the economics of implementing Hadoop

BURLINGTON, Massachusetts, October 14, 2014 /PRNewswire/ --

Attunity Ltd. (NASDAQ CM: ATTU), a leading provider of information availability software solutions, introduced today the availability of [Attunity Replicate 4.0](#), designed to accelerate the adoption of Hadoop by reducing the complexity of moving Big Data to and from the technology platform. The latest version of Attunity's high-performance data replication solution, which reduces time, labor and ultimately the cost of implementing and using Hadoop, will be unveiled for the first time this week at the Strata Conference + Hadoop World, Booth 361, from October 15-17 at the Javitz Convention Center in New York.

According to estimates from analyst firm IDC, the Big Data market is predicted to be valued at \$100bn by 2020, and half of this will be driven by Hadoop<sup>[1]</sup>. According to the [report](#), over the next few years, the size of Hadoop installations are expected to grow significantly as companies incorporate new data sources and business applications.

Yet, when using Hadoop for BI, analytics, and decision-making, implementation challenges exist.

"While adoption of Hadoop has continued to grow steadily worldwide, the data integration process is often underestimated and cobbled together, taking significant IT time and resources," explained **Lawrence Schwartz, VP Marketing at Attunity**. "However, leading organizations realize Hadoop's strategic importance to the business and the value it can provide with Big Data analytics. Using the new Attunity Replicate 4.0, enterprises no longer need additional hires or to acquire new skills. Companies can set up and implement the Attunity solution quickly and move Big Data from many different sources into and out of Hadoop with remarkable ease."

Using Attunity Replicate for Hadoop, organizations can achieve faster time-to-value for Big Data projects and capitalize on larger amounts of data in a more economical way. Key features of Attunity Replicate 4.0 include:

- High-performance data loading and extraction for Hadoop with optimized process and APIs
- Drag & drop configuration for setting up data movement without any coding or scripting
- Robust and flexible options for moving data, including full loads, reloads, appends, and incremental loading with change data capture (CDC)
- Web-based dashboard for monitoring data movement performance metrics
- Comprehensive support for leading databases and data warehouses in the market
- Certification with the top Hadoop distributions including Hortonworks<sup>®</sup> and Cloudera

"We are pleased to welcome Attunity and their YARN Ready technology to the Apache Hadoop community and look forward to working with them to help strengthen Hadoop's role as the foundation of the next-generation data architecture," said **John Kreisa, vice president of strategic marketing at Hortonworks**. "The relationship will help accelerate implementations of Attunity Replicate 4.0 and the Hortonworks Data Platform across the modern data architecture."

"Enterprise customers need good data integration tools and the most capable enterprise data hub environment to get the most out of their Big Data initiatives," said **Tim Stevens, vice president, Business and Corporate Development at Cloudera**. "The recent certification of Attunity Replicate 4.0 on Cloudera Enterprise enables Cloudera customers to achieve faster time-to-value for Big Data projects by providing an easy-to-use and robust graphical environment for data movement to and from Hadoop."

Learn more:

- Visit Attunity booth 361 at Strata Conference + Hadoop World
- Attend Strata Conference + Hadoop World's 'Solutions Showcase Theatre' session, "CUSTOMER SPOTLIGHT: BIG DATA, THE ELEPHANT AND THE BEAR" on Friday, 10/17, 1:00 - 1:10pm, presented by Attunity's VP of Marketing, Lawrence Schwartz

- [Download the Attunity Hadoop whitepaper](#)
- [Register for DBTA's webinar on Hadoop Data Lakes featuring Attunity](#)
- Visit <http://www.hortonworks.com/partner/attunity>
- Visit <http://www.attunity.com/hadoop>

## About Attunity

Attunity is a leading provider of information availability software solutions that enable access, management, sharing and distribution of data, including Big Data, across heterogeneous enterprise platforms, organizations, and the [cloud](#). Our software solutions include [data replication](#), [data flow management](#), [test data management](#), [change data capture](#) (CDC), [data connectivity](#), [enterprise file replication](#) (EFR), [managed-file-transfer](#) (MFT), and [cloud data delivery](#). Using Attunity's software solutions, our customers enjoy significant business benefits by enabling real-time access and availability of data and files where and when needed, across the maze of heterogeneous systems making up today's IT environment.

Attunity has supplied innovative software solutions to its enterprise-class customers for nearly 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 HP. 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 [In Tune blog](#) and join our community on [Twitter](#), [Facebook](#), [LinkedIn](#) and [YouTube](#), the content of which is not part of this press release.

## 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: our reliance on strategic relationships with our distributors, OEM and VAR partners, and on our other significant customers; risks and uncertainties relating to acquisitions, including costs and difficulties related to integration of acquired businesses; timely availability and customer acceptance of Attunity's new and existing products, including Attunity Maestro; 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; 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 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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[1] Source: <http://www.computing.co.uk/ctg/news/2337666/hadoop-summit-2014-usd50bn-of-big-data-market-in-2020-will-be-driven-by-hadoop-idc>

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