



WinterCorp

The Large Scale Data Management Experts

www.wintercorp.com

BUILD A FACT-BASED VALUE PROPOSITION FOR YOUR TERABYTE-SCALE DATA MANAGEMENT SOLUTION

TERABYTE-SCALE database management solutions are never an easy sell.

As major financial and engineering commitments expected to drive business-critical operations, they face sharp scrutiny—not to mention a long, arduous sales cycle—as customers put vendors to the test and weigh their options for a platform that can perform and scale to often daunting specifications. The sales cycle grows even more complex when requirements expand beyond the known limits of system performance and scalability—demanding a solution that can handle larger data volumes, user communities and workloads than ever before.

With so much at stake, customers need more than simple reassurance and marketing claims to be convinced that your solution can take their business where it needs to go. They need proof.

▶ **CREATE COMPETITIVE ADVANTAGE WITH INSIGHTS INTO TERABYTE-SCALE USERS & TECHNOLOGIES**

WinterCorp is an independent consulting firm that focuses on database management solutions that are near, at and beyond the frontier of database scalability. Through our end-user consulting practice, we have guided today's leading enterprises through their most challenging large-scale database implementations. We have assisted these organizations through

their platform selection, benchmarking and database design processes—and architected many of the largest databases in production today. As a result, we have first-hand insight into the requirements of these high-end customers, how they make their purchase decisions, and what architectures enable their success.

At WinterCorp, we offer vendors an array of value-added services which draw upon our unique combination of market insight and technology expertise gained from our end-user consulting practice. These vendor services include:

- **Consulting Services** to develop and assess product strategies for market-leading database management solutions that meet your customers' most demanding performance and scalability requirements.
- **Engineering Services** to objectively capture credible proof points with the potential to validate your product's value proposition and build a convincing, fact-based case for customers.
- **Communication Services** to convey how effectively your solution scales and performs to address a specific class of problem.

▶ **WINTERCORP'S VENDOR SERVICES**

Whether you're a well-established database management company or a brand new technology start-up, our vendor services can help you differentiate your solution...prove

Vendor Services

Consulting – Research – Architecture – Engineering

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its worth to customers...and build a credible value proposition that can drive your marketing activities and streamline your sales cycle.

► **CONSULTING SERVICES**

Understand how the market is responding to your product strategy—and why. Gain clear insight into why you win or lose business. Accurately assess the marketability of your existing and future products. Find out how to differentiate your solution’s architecture and value proposition in light of your competition. These are just some of the many insights you can gain from our vendor consulting services—all of which draw upon our vast experience guiding the platform selection process during end-user consulting engagements.

► **ENGINEERING SERVICES**

WinterCorp’s engineering services can help you develop and run a customized proof-of-concept test which leverages our technology insights, systematic methods and quantitative tools. This test can objectively measure the performance and scalability of your solution—generating accurate and relevant metrics that can be applied in multiple customer situations across a specific class of problem.

By analyzing these metrics, we can develop fact-based proof points that validate your solution’s value proposition and articulate a sound business case for prospective customers. In the case of new technologies, such a test can also help minimize the risk factor for early adopters and build market interest.

► **COMMUNICATION SERVICES**

Rely on our reputation as the industry-leading expert in large databases to analyze and communicate how your product meets specific performance and scalability problems. Choose from a variety of communication vehicles including:

- **White Papers** exploring the performance and scalability of your data management solution in an in-depth technical report format

- **Executive Reports** using a management overview format to capture the high-level technical and business advantages of your solution
- **Customer Case Studies** profiling how users apply your product and what results they achieve
- **Technical Notes** describing which key features or techniques differentiate your product and how they contribute to performance and scalability
- **Webinars & Seminars** presenting how your solution addresses performance and scalability challenges

Each communication vehicle is based on our research, client benchmarks and performance measurements, industry-standard benchmarks, client interviews and vendor architectural briefings. All content is objectively analyzed to identify unique proof points and build a fact-based value proposition to drive your marketing efforts.

► **WINTERCORP: THE LARGE SCALE DATA MANAGEMENT EXPERTS**

A leading center of expertise in very large databases, WinterCorp specializes in the performance and scalability of terabyte-scale data management systems throughout their lifecycle. With decades of experience working on large-scale database implementations, we deliver unmatched insight into market requirements and vendor solutions. Our end-user consulting services help define traditional, active or real-time database solutions, engineer their implementations, manage their scalability, and maximize their business value. Our vendor services assess product strategies for meeting performance and scalability requirements, capture metrics for building fact-based value propositions, and communicate how products address specific performance and scalability challenges.