Press release

Bull launches *bullionDB:* the database modernization appliance

Paris, February 13th 2014 – Bull has launched **bullionDB***,* an appliance designed to help organizations modernize their databases, while guaranteeing optimum Total Cost of Ownership (TCO).

- Based on bullion, the most powerful x86 server on the market
- Capitalizes on Bull's expertise in Open Source databases and high performance servers
- Links closely with Bull LiberFactory, a comprehensive range of products and services from Bull designed to enable secure, effective database migrations
- Addresses organizations' needs to refocus their strategies towards open systems
- Provides a practical alternative to proprietary databases, with optimum TCO

Meeting the challenges of new-generation Data Center modernization

With the massive growth in the amount of data to be processed and the continual emergence of new business needs, there is an exponential increase in the use of databases. This need for resources inevitably increases the cost of ownership. And the difficulty of migrating to another system – traditionally a long and complex process – is a real obstacle to modernization. **bullionDB** provides the innovative answer to these challenges, by facilitating database modernization.

A complete, turnkey appliance

"*To support our customers in their transformation projects, Bull offers **bullionDB**: an innovative and scalable database architecture, that guarantees reliability and performance,"* underlines Jacqueline Moussa, VP Enterprise Servers at Bull Innovative Products.

Supported entirely by Bull, **bullionDB** relies on the PostgreSQL database, virtualization for greater flexibility, and bullion, the world's most powerful x86 server. Bull also provides a single administration point for any new databases that are created or migrated, so it can offer an open, turnkey and Cloud-ready database appliance.

Bull LiberFactory: a family of solutions for totally secure migrations

bullionDB takes advantage of a comprehensive range of Bull products and services to help organizations modernize their information systems, guarantee reliable migrations and keep close control over the associated costs and timescales, including:

- **Bull Advisory Services:** comprehensive requirements audits carried out by consultancy experts
- **Bull One-Stop Support:** end-to-end support for hardware and databases
- **Bull Migration Factory**: to facilitate instantaneous migration of databases – principally from Oracle – in very rapid timescales through the use of specialist tools and expert teams.

Availability

bullionDB and all its associated services are available immediately.

About Bull

Bull is the trusted partner for enterprise data. The Group, which is firmly established in the Cloud and in Big Data, integrates and manages high-performance systems and end-to-end security solutions. Bull's offerings enable its customers to process all the data at their disposal, creating new types of demand. Bull converts data into value for organisations in a completely secure manner.

Bull currently employs around 9,300 people across more than 50 countries, with over 700 staff totally focused on R&D. In 2012, Bull recorded revenues of €1.3 billion.

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