

Future Group Sets the Standard for Retail Analytics with Greenplum Database

India's largest retailer selects Greenplum for its Enterprise Data Cloud™

San Mateo, California ([PRWEB](#)) June 8, 2009 -- [Greenplum](#), a leading provider of [database software](#) for the next generation of data warehousing and analytics, today announced that Future Group has deployed Greenplum Database for its Enterprise Data Cloud™ in support of large-scale data analytics for its multi-format nationwide chain of retail stores.

Future Group is India's largest retailer with highly recognized retail brands such as Big Bazaar, Food Bazaar, Pantaloons, Central, Ezone along with others which span the consumer market. Best known as a retail brand company, Future Group has subsidiaries in consumer finance, insurance, capital, ventures, learning & development, media, logistics, leisure and entertainment, shopping malls, knowledge services and e-tailing.

"Flexibility and agility are core requirements in our IT infrastructure," said Ushir Bhatt, CEO of Future Knowledge Services within Future Group. "Greenplum Database is a centerpiece of our strategy to use a cloud-like approach to our data warehouse. Greenplum's leadership in bringing forth Enterprise Data Cloud is another example of how they are leap-frogging their competition in the data warehousing market and adapting to the business needs of retailers."

"Greenplum brings Future Group the speed and scalability of a massively parallel data warehouse but does so in a very cost-effective manner," said Parakh Dave, Head of Technology Services, Future Knowledge Services. "As we increase the amount of data under management, we will be able to make smarter decisions about customers, products, pricing and promotions across all of our retail outlets. We are setting a new standard for retail analytics by enabling our decision makers to run Future Group as a data-driven enterprise."

Greenplum Database's fundamental breakthrough is its ability to store and analyze terabytes to petabytes of data using clusters of commodity servers. Greenplum Database moves processing power as close as possible to the data, so processing always occurs in parallel, delivering unmatched query and load performance. Future Group looked to Greenplum for innovative approaches to retail business needs and has deployed Greenplum Database at the core of its customer loyalty program.

"India is leading the way in the APJ region with innovative companies that are able to win competitive advantage with their data," said Keith Budge, GM of Asia Pacific Japan, Greenplum. "Companies like Future Group are representative of the kind of customer that Greenplum is helping to make successful by providing massive-scale data warehousing and analytics at a price point that is well below competitive alternatives."

About Greenplum

Greenplum is the pioneer of Enterprise Data Cloud™ solutions that bring the power of self-service to large-scale data warehousing and analytics, providing customers with flexible access to all their data for business intelligence and analytics. Greenplum offers industry-leading performance at a low cost for companies managing terabytes to petabytes of data. Data-driven businesses around the world, including NASDAQ OMX, NYSE Euronext, Reliance Communications, Skype and Fox Interactive Media/MySpace, have adopted the Greenplum Database to support their mission-critical business functions. For more information visit www.greenplum.com.

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