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AOL ADVERTISING TEAMS UP WITH VERTICA SYSTEMS

AOL Advertising is teaming up with Vertica Systems, a leading proveder of real-time analytics platforms, to reformulate AOL's business intelligence and reporting solutions company-wide. "With Vertica, AOL wll be able to further enhance the timeliness of data and equip analysts and customers with the information they need to make decisions quickly," said Mark Ettrich, Senior Technical Director at AOL. "In toda's information economy, faster access to massive amounts of data is critical to success. We see Vertica becoming an important part of AOL's data architecture." According to a press release, Vertica Analytics Platform offers a fast loading, automated database design with familiar interfaces, and will allow users to become productive almost immediately, as opposed to days.