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**For Immediate Release**

**OBJECTIVITY OFFERS MANUFACTURING AND PROCESS CONTROL  
INDUSTRY WHITE PAPER**

*- ARC Advisory Group Reviews Business and Operational Data Management Complexities -*

SUNNYVALE, Calif. (June 27, 2007) – Advancing the knowledge base for its [object oriented](#) real-time [data management](#) platform that expands the existing performance boundaries in data management, Objectivity, Inc. today announces the publication of a new white paper showcasing the business and operational complexities faced within the manufacturing and process control environments. This white paper entitled “[Information and Knowledge Management in a Complex World](#)” offers an overview of how manufacturers can use the Objectivity/DB object oriented technology to consolidate multi-source data for improved business efficiencies and to enhance strategic planning and profitability. Authored by the ARC Advisory Group, the paper discusses using Objectivity/DB as a hub in manufacturing and process control operations for the access and exchange of huge amounts of complex and disparate information.

**Doing Business in a Complex Global Environment**

Operating a business in today’s global collaborative environment mandates the access and exchange of huge amounts of complex and disparate information. In order for manufacturers to meet the demands of consumer-driven market production systems, they must be flexible and adapt quickly to new product introductions. They need to consider a more holistic approach in bringing their products to market. Objectivity’s new white paper helps developers by offering expanded knowledge about the manufacturers’ business climate and the difficult problems confronting them. The paper examines the technical challenges faced by designers of advanced manufacturing and process control systems that are able to not only handle huge amounts of complex and disparate information, but must also be able to deliver high performance and massive scalability. It briefly reviews the pertinent features of Objectivity/DB and describes how to use the Objectivity platform to overcome these technical challenges.

“As a leading innovator and product leadership company in data management, we believe it is important for us to provide object oriented developers, as well as the manufacturing vertical

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within the database market, with information necessary to develop new applications which meet their business needs,” said Jay Jarrell president and CEO of Objectivity. “This white paper will help manufacturing and process control organizations to understand how to harness the power of Objectivity/DB to manage data with complex relationships supporting PLM (Product Lifecycle Management) solutions, global manufacturing operations, and enterprise architectures.”

### **Objectivity/DB Serves as a Repository for Horizontal and Vertical Interoperability**

The Objectivity/DB platform enables Objectivity's customers and their end-users to collect, analyze and correlate event data and its complicated inter-relationships with known attributes in order to optimize a process or alert to failure of a process. This ability to provide the precise optimization of a system, scale without loss of performance and manage complex data in a real-time environment has significantly improved applications used in process control, medical and telecommunications equipment, financial services and the government sector. Objectivity/DB provides a reliable, scalable repository for horizontal and vertical interoperability for the wide range of complex data types found in today's advanced real-time applications managing multi-source data. The Objectivity/DB platform is highly optimized for performance and throughput in systems that handle highly interconnected data.

### **About ARC Advisory Group and Dick Slansky, Senior Analyst**

Founded in 1986, ARC Advisory Group has grown to become the Thought Leader in Manufacturing and Supply Chain solutions. No matter how complex your business issues, their analysts have the expert industry knowledge and first-hand experience to help you find the best answer. They focus on simple yet critical goals: improving your return on assets, operational performance, total cost of ownership, project time-to-benefit, and shareholder value.

Mr. Dick Slansky, Senior Analyst PLM and Discrete Manufacturing, brings over 30 years of direct experience in the areas of Manufacturing Engineering, N/C Programming, Control Systems Integration, Automated Assembly Systems, Embedded Systems, Software Development, and Technical Project Management.

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### About Objectivity, Inc.

Objectivity, Inc. is a global technology leader in data management products and services for software applications with the most demanding data management challenges. The company's flagship product, Objectivity/DB® is the leading object oriented data management (ODBMS) platform for the real-time management of complex inter-related data. Objectivity/DB is recognized for its ability to store and manage very large volumes of complex data for event and relationship processing within mission-critical applications. These applications are developed by ISVs, OEMs and end-users in Government Intelligence and the Military, process control, medical and telecommunications equipment and financial services. Objectivity/DB enables organizations to monitor, analyze and respond by identifying inter-relationships or anomalies providing real-time intelligence for predictive analysis and decision support.

Objectivity, Inc. is headquartered in Sunnyvale, California, USA. Please contact us by [visiting our contact page](#) , [objectivity.com](http://objectivity.com) or calling (408) 992-7100. Objectivity/DB is available on a 60-day Free Trial basis at [objectivity.com/download](http://objectivity.com/download). Objectivity also provides Free Object Database Training Courses online at [learn.objectivity.com](http://learn.objectivity.com).

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