

Objectivity

For immediate release

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Digital Plant Achieves 60 Percent Reduction in Costs with Implementation of Objectivity/DB

Chief software architect at leading international Automation Vendor reveals how his team optimized their digital plant architecture to dramatically reduce costs for configuration and training

Sunnyvale, Calif. – October 10, 2007 – Objectivity, Inc., the leading provider of object-oriented, real-time data management platforms for software applications with complex **data management** challenges, has published an interview with a chief software architect at a leading Automation Vendor in the Process-Automation industry, revealing how the integration of Objectivity/DB helped the company:

- Achieve real and sizeable productivity gains
- Reduce customer installment costs by 30 percent
- Drive down configuration and training costs by 60 percent
- Win a benchmarking exercise in less than half the time it took the competitor

The interview showcases the plant architecture's success when management used Objectivity's flagship product to build a unified persistence platform that enabled all of the company's disparate software applications to store and share data cohesively. One deployment of the platform yielded a 60 percent reduction in both configuration and training costs, while another implementation project realized a 30 percent decrease in total costs.

A third deployment demonstrated that Objectivity/DB was not only more cost efficient but also faster than other systems tested; Objectivity/DB enabled the completion of a project in six hours that had taken a competitor's solution more than two days.

"This interview is a perfect illustration of the kinds of opportunities our customers can manifest when they implement our product," said Objectivity CEO Jay Jarrell. "Objectivity/DB consistently performs beyond the expectations of our customers, allowing them to generate more results with fewer resources. Our product gives our customers a competitive advantage in a faster, flatter world."

The interview is available to **download here**. The document is just one example of the information available in Objectivity's extensive data management library, which also includes articles, case studies, white papers and on-demand webinars.

Objectivity works with multiple vendors in the Manufacturing, Process Control and Automation industry, enabling their software applications to collect, analyze and correlate event data and its complicated inter-relationships with legacy data to find opportunities and prevent lapses and downtime.

About Objectivity, Inc.

Objectivity, Inc. is the leading provider of complex data management solutions for sophisticated software applications. The company's flagship product, Objectivity/DB, is the leading object-oriented database management system (**OODBMS**) for the **real-time management of complex interrelated data**. It is used by government, security, complex manufacturing, commercial services, science, and engineering organizations to increase speed, precision and productivity. Objectivity remains on the leading edge of innovation by working directly with clients to build customized programs, find solutions to complicated challenges and seamlessly integrate technology across multiple platforms and languages.

Objectivity, Inc. is headquartered in Sunnyvale, California, USA. Please contact us by visiting www.objectivity.com or calling (408) 992-7100. A 60-day free trial of Objectivity/DB is available at **<https://download.objectivity.com>**. Objectivity also provides free Object Database Training Courses at **<http://www.objectivity.com/pages/objectivity/training.asp>**.

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