

# DPOP™

## Database Performance Optimization Practice (DPOP)

DPOP is revolutionizing database and application efficiency with a proprietary methodology for optimizing temporal performance by unheralded orders of magnitude

## Everyday Performance Issues

### Loss Of Profit

Millions of dollars in needless costs  
(Hardware, License Fees for software, etc.)

### Unhappy End Users

End user experience seems like it could be better

### Lost Revenue Opportunity

Losing current or new business to performance issues

## The Solution: DPOP™

### Reduce Costs & Increase Profit

Slash hardware usage by 80-90%, which defers or eliminates hardware purchases

### Completely Change End User Experience

Speed of transactions orders of magnitude faster, which transforms end user experience

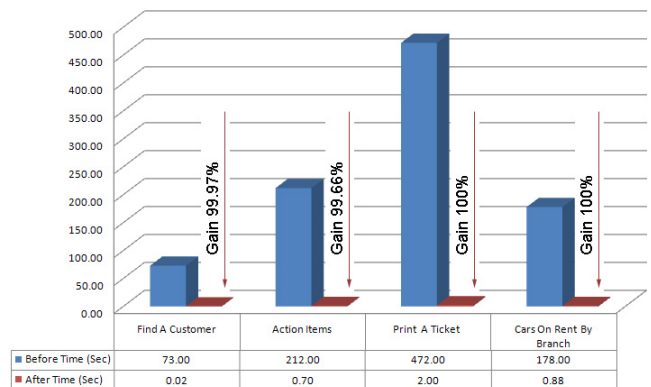
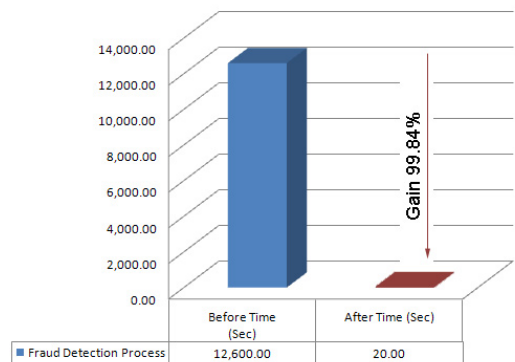
### Customers Are Satisfied

More revenue is generated and at a faster pace

## The DPOP™ Differentiators

1. If the new transaction speeds are not at least twice as fast then **there is no cost** for that analysis time, although our averages are 100x or 1,000x and higher
2. Our warranty is forever (if it ever goes back to prior performance, we fix it **at no cost**)
3. The DPOP™ methodology is proprietary and completely unique to the industry

Fraud Detection Process



DPOP™

Database Performance  
Optimization Practice

## 3 of Dozens...

*"The DPOP methodology is used at Enterprise, and was highly instrumental in the launching of the second generation of our [enterprise.com](http://enterprise.com) website. DPOP has a unique vision into systems performance and tuning, and proven methodologies that I've witnessed, and enjoyed the benefits of, firsthand. DPOP has also been applied to numerous other projects at Enterprise with positive and sometimes stunning results. By applying the DPOP optimization techniques, we avoided spending money on upgrades numerous times."*

*Craig Kennedy, Chief Information Officer – Enterprise Rent-A-Car, National, and Alamo car rental*

*"I highly recommend the Performance Tuning service DPOP, which is very unique and extremely valuable for any organization that cares about running their applications at a well optimized performance threshold. The DPOP approach has the unique ability to completely transform any sub-optimized business application/database and systematically improve the performance - consistently. The cumulative return on investment will result in cost avoidance to the tune of several hundreds of thousands of dollars YOY in terms of expensive hardware and software cost avoidance. Do not confuse the DPOP service as just another "DBA-like" offer that are widely available in the marketplace. The DPOP staff is extremely professional, courteous and is fantastic team players"*

*Suda Suvarna, Chief Information Officer – Press Ganey Associates*

*"I have utilized the DPOP performance tuning service with my teams at my last two organizations and they did a terrific job. They are very efficient and thorough with an outstanding job of both documenting and mentoring along the way as appropriate. The money that we saved in productivity and by not having to upgrade hardware were reason enough to utilize DPOP but we had the added advantage of being able to provide our customers improved service and a higher level of satisfaction"*

*Robert Sanabria, Chief Information Officer – Joyce Meyer Ministries*