

December 19, 2016

## **Datawatch Named a Technology Innovation Award Winner by Dresner Advisory Services**

### **Self-service data preparation pioneer recognized for its technology leadership in "End User Data Preparation" for 2016**

BEDFORD, Mass., Dec. 19, 2016 (GLOBE NEWSWIRE) -- [Datawatch Corporation](#) (NASDAQ-CM: [DWCH](#)) today announced that the company has won a Technology Innovation Award from Dresner Advisory Services for its technology leadership in "End User Data Preparation" in 2016.

In its second year, the Dresner Advisory Services Technology Innovation Awards recognize the top vendors in its 2016 Wisdom of Crowds® series of thematic market studies, which covered topics including Advanced & Predictive Analytics, Big Data Analytics, Collective Insights™, Embedded Business Intelligence, End User Data Preparation, Internet of Things + BI, and Location Intelligence.

Datawatch is recognized as a leading vendor in the "End User Data Preparation" market research as a result of its industry-leading self-service data preparation solution, [Datawatch Monarch](#). With Monarch, everyday business users, data analysts and data scientists can quickly and easily access, manipulate, enrich and combine disparate information from virtually any source, including data locked in enterprise application reports, PDF documents, and other semi-structured and unstructured repositories. They can then prepare it for analysis in a fraction of the time that it takes using spreadsheets and other time-consuming, error-prone processes.

"Datawatch was the first to bring self-service data preparation to market, and ever since, we've been laser focused on empowering all data users — even novice business professionals — to prep less and analyze more," said Jon Pilkington, chief product officer, Datawatch. "Monarch expedites time-to-insight, enabling users to streamline operational processes, improve decision making and deliver greater business value. This recognition from Dresner Advisory Services validates our efforts as well as the tremendous value Monarch brings to our customers."

Dresner Advisory Services' annual research reports are based on data collected from end users. They provide a real-world perspective on various technical capabilities related to the business intelligence (BI) and analytics markets, and each examines current deployment trends, user intentions and industry solutions.

"Our Technology Innovation Awards are based upon the vendor rankings in eight of our thematic market studies issued in 2016," said Howard Dresner, chief research officer, Dresner Advisory Services. "Winning companies are leaders in the respective BI and analytics field. We applaud Datawatch for its performance in 'End User Data Preparation' this year."

For more information on Datawatch Monarch, please visit: <http://www.datawatch.com/our-platform/monarch/>.

#### **About Dresner Advisory Services**

Dresner Advisory Services was formed by Howard Dresner, an independent analyst, author, lecturer, and business adviser. Dresner Advisory Services, LLC focuses on creating and sharing thought leadership for Business Intelligence (BI) and related areas.

#### **About Datawatch Corporation**

[Datawatch Corporation](#) (NASDAQ-CM: [DWCH](#)) enables ordinary users to achieve extraordinary results with their data. Only Datawatch can unlock data from the widest variety of sources and prepare it for use in visualization and analytics tools, or for other business processes. When real-time visibility into rapidly changing data is critical, Datawatch also enables users to analyze streaming data, even in the most demanding environments, such as capital markets. Organizations of all sizes in more than 100 countries worldwide use Datawatch products, including 93 of the Fortune 100. The company is headquartered in Bedford, Massachusetts, with offices in New York, London, Frankfurt, Stockholm, Singapore and Manila. To learn more about Datawatch or download a free version of its enterprise software, please visit: [www.datawatch.com](http://www.datawatch.com).

#### **Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995**

Any statements contained in this press release that do not describe historical facts may constitute forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Any such statements contained herein, including but not limited to those relating to product performance and viability, are based on current expectations,

but are subject to a number of risks and uncertainties that may cause actual results to differ materially from expectations. The factors that could cause actual future results to differ materially from current expectations include the following: rapid technological change; Datawatch's dependence on the introduction of new products and product enhancements and possible delays in those introductions; acceptance of new products by the market, competition in the software industry generally, and in the markets for next generation analytics in particular; and Datawatch's dependence on its principal products, proprietary software technology and software licensed from third parties. Further information on factors that could cause actual results to differ from those anticipated is detailed in various publicly-available documents, which include, but are not limited to, filings made by Datawatch from time to time with the Securities and Exchange Commission, including but not limited to, those appearing in the Company's Annual Report on Form 10-K for the year ended September 30, 2015. Any forward-looking statements should be considered in light of those factors.

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