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University of North Texas Selects Attunity to Enable Hadoop Data Lake for Strategic Analytics Initiative

BURLINGTON, Massachusetts, March 14, 2017 /PRNewswire/ --

- Attunity Replicate provides increased agility and real-time data to improve enrollment, retention and overall student experience

- Solution to be demonstrated live this week at Strata + Hadoop in San Jose, CA

Attunity Ltd. (NASDAQ: ATTU), a leading provider of data integration and Big Data management software solutions, announced today that University of North Texas has chosen [Attunity Replicate](#) to enable a Hadoop data lake as part of the University's strategic, real-time analytics initiative focused on their students. The Attunity solution, providing real-time data ingestion across heterogeneous operational databases and analytic platforms, enables improved agility by enabling access to real-time student domain analytics, resulting in increases in enrollment, retention, and student career perspectives. Attunity Replicate will be demonstrated live this week in Attunity booth 1231 at Strata + Hadoop in San Jose, CA.

To support its mission for better data-driven decisions, University of North Texas' IT Share Services Department set in motion an initiative to build a Hadoop data lake and enable streaming real-time data for analytic and reporting needs. Attunity Replicate was selected as part of the solution architecture to enable real-time data ingestion from the University's Oracle and SQL Server data sources. The initiative will also support social media data ingest for sentiment analytics.

"With 12 schools and colleges, 37,000 students and 380,000 active alumni, University of North Texas is one of the nation's largest universities, and we're continually growing," said **Kendra Ketchum, Chief Technical Officer at University of North Texas**. "To continue this positive momentum, we will continue to make improvements to the university overall, including enrollment and retention. Having real-time data is a critical piece of this vision to enable data-driven insights and an improved student experience."

Juergen Stegmair, Lead for Database Admin at the University, added, "Using Attunity Replicate, we were able to create our strategic analytical platform, Insights Analytics, which allows us to make important operational decisions that benefit our staff and students. We are looking forward to benefitting on many levels with our new and innovative capabilities."

"Customer analytics is emerging as a common use case where Big Data technologies can improve competitive differentiation and add significant value," explained **Itamar Ankorian, Chief Marketing Officer at Attunity**. "University of North Texas selected Attunity Replicate for its real-time data ingestion capabilities and change data capture technology, which underscores the value that our innovative product suite provides for organizations building data lakes and modern analytic solutions."

About University of North Texas

As one of the nation's largest universities, University of North Texas offers 100 bachelor's, 83 master's and 37 doctoral degree programs. With its main campuses located in Denton and Dallas, TX, the university welcomes diversity and strengthening of its collaborations with many educational, business and community partners, as well as building new partnerships across the globe. UNT's faculty and staff work each day to prepare students for the challenges they will meet in our changing world. <https://www.unt.edu/>

About Attunity

Attunity is a leading provider of Big Data management software solutions that enable access, management, sharing and distribution of data across heterogeneous enterprise platforms, organizations, and the [cloud](#). Our software solutions include [data replication and distribution](#), [test data management](#), [change data capture](#) (CDC), [data connectivity](#), [enterprise file replication](#) (EFR), [managed file transfer](#) (MFT), [data warehouse automation](#), [data usage analytics](#), and [cloud data delivery](#).

Attunity has supplied innovative software solutions to its enterprise-class customers for over 20 years and has successful deployments at thousands of organizations worldwide. Attunity provides software directly and indirectly through a number of partners such as Microsoft, Oracle, IBM and Hewlett Packard Enterprise. Headquartered in Boston, Attunity serves its customers via offices in North America, Europe, and Asia Pacific and through a network of local partners. For more

information, visit <http://www.attunity.com> or our [blog](#) and join our community on [Twitter](#), [Facebook](#), [LinkedIn](#) and [YouTube](#).

Important Note: *The announcement of any particular selection or implementation of Attunity products is not necessarily indicative of the timing of recognition of revenue therefrom or the level of revenue for any particular period.*

Safe Harbor Statement

This press release contains forward-looking statements, including statements regarding the anticipated features and benefits of Replicate and Visibility Solutions, within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995 and other Federal Securities laws. Statements preceded by, followed by, or that otherwise include the words "believes", "expects", "anticipates", "intends", "estimates", "plans", and similar expressions or future or conditional verbs such as "will", "should", "would", "may" and "could" are generally forward-looking in nature and not historical facts. Because such statements deal with future events, they are subject to various risks and uncertainties and actual results, expressed or implied by such forward-looking statements, could differ materially from Attunity's current expectations. Factors that could cause or contribute to such differences include, but are not limited to: risks and uncertainties relating to our history of operating losses and ability to achieve profitability; our reliance on strategic relationships with our distributors, OEM, VAR and "go-to-market" and other business partners, and on our other significant customers; risks and uncertainties relating to acquisitions, including costs and difficulties related to integration of acquired businesses; our ability to expand our business into the SAP market and the success of our Gold Client offering; timely availability and customer acceptance of Attunity's new and existing products, including Attunity Compose and Attunity Visibility; risks and uncertainties relating to fluctuations in our quarterly operating results, which may not necessarily be indicative of future periods; changes in the competitive landscape, including new competitors or the impact of competitive pricing and products; a shift in demand for products such as Attunity's products; the impact on revenues of economic and political uncertainties and weaknesses in various regions of the world, including the commencement or escalation of hostilities or acts of terrorism as well as cyber-attacks; and other factors and risks on which Attunity may have little or no control. This list is intended to identify only certain of the principal factors that could cause actual results to differ. For a more detailed description of the risks and uncertainties affecting Attunity, reference is made to Attunity's latest Annual Report on Form 20-F which is on file with the Securities and Exchange Commission (SEC) and the other risk factors discussed from time to time by Attunity in reports filed with, or furnished to, the SEC. Except as otherwise required by law, Attunity undertakes no obligation to publicly release any revisions to these forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

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