



Venture Statistics

2Q2008

<i>Description Category</i>	<i>Description Name</i>	<i>Total Vendors</i>	<i>Venture Backed</i>	<i>% Venture Backed</i>
Product	Analytics Suite	32	9	28%
	Applicance	12	4	33%
	Business Activity Monitoring	18	10	56%
	Business Performance Management	61	13	21%
	Customer Data Integration	7	4	57%
	Data Cleansing	25	2	8%
	Data Mining	25	10	40%
	Data Profiling	1	0	0%
	Data Services	3	2	67%
	Database	13	2	15%
	DBA Support	12	4	33%
	Digital Asset Management	13	5	38%
	Enterprise Application Integration	2	2	100%
	Enterprise Information Integration	55	20	36%

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Product	Extract, Transform, Load (ETL)	30	3	10%
	Geographical Information System (GIS)	2	1	50%
	Information Aggregation	2	2	100%
	Master Data Management (MDM)	5	1	20%
	MetaData	13	5	38%
	Online Analytical Processing (OLAP)	6	3	50%
	Reporting	124	29	23%
	Risk Management & Governance	13	3	23%
	Search	11	6	55%
	Sorting	2	0	0%
	System Management	1	0	0%
Research	Best Practice	11	0	0%
	Vendor Evaluation	0	0	0%
Service	Database Marketing	45	15	33%
	Education	2	0	0%
	Hosted Services	4	1	25%

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Service	Outsourcing	7	1	14%
	Product Consulting	158	47	30%
	Seminars	2	0	0%
	Software Resale	3	0	0%
	Strategy	34	0	0%
	Support and Maintenance	6	1	17%
	System Integration	139	3	2%
	Training	104	29	28%