



Powerful Technology Drives Acorn's Business Profitability

SOLUTION BRIEF

Every business wants to know how to increase profitability—that's a given. Today, the growing complexity of business and the exponential growth in available data make it more challenging to understand where and why profits are lagging, and what to do to improve the bottom line.

With the intelligent performance and dependability of Intel® Xeon® processors, paired with the scalability of Microsoft® SQL Server® 2008 R2, Acorn Systems offers a powerful solution that delivers increased profitability for many of the world's largest enterprises. By leveraging the joint technology platform, the result of more than 20 years of collaborative development by Intel and Microsoft, Acorn gains the performance, reliability, and manageability necessary for business-critical and data-driven applications.

Acorn's unique blend of packaged software and flexible methodology allows enterprises to access and analyze data—delivering critical insights into the true profitability of their businesses. Acorn provides the only application on the market that enables enterprise-wide measurement of every aspect of revenues, costs, net profit, resource capacity, and utilization across an unlimited number of business dimensions.

About Acorn

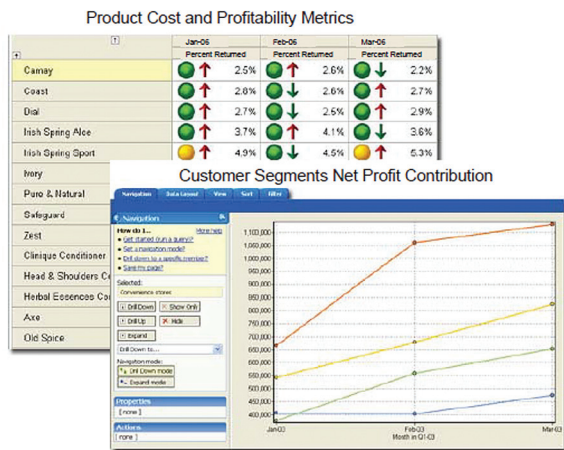
Acorn Systems is the leading provider of profit improvement solutions helping over 300 Global 2000 companies grow their revenues, reduce costs, and improve operational efficiencies. Over the past 12 years, Acorn has delivered more than \$5 billion in profit improvements and billions in new shareholder value.

DELIVERING RESULTS WITH ACORN'S ENTERPRISE PERFORMANCE SUITE

At the heart of Acorn's platform is Acorn Performance Analyzer™, which provides unparalleled process modeling and calculation functionality. Acorn Performance Analyzer collects data from a variety of disparate sources (CSV, legacy, etc.) and turns it into accurate, enterprise-wide performance measurement content. Once



costs are identified and performance opportunities understood, a plan is developed to decrease costs and increase revenue across the business.



and extend those innovations to all users, with little or no need for IT support.

INTEL XEON PROCESSORS DRIVE GREATER PERFORMANCE

Acorn relies on the Xeon Processor 5600 series and also recommends it to many customers because of the processor's all-around performance, scalability, and reliability. The processor automatically regulates power consumption and adjusts server performance according to demand—effectively maximizing both energy cost savings and performance. The 5600 series processor is a cost-effective, scalable solution that demonstrates Acorn's commitment to implementing industry-leading solutions.

For enterprises that require even greater capacity, performance, and scalability, Acorn recommends the Intel® Xeon® Processor 7500 series. The 7500 series provides the largest performance leap in Intel Xeon processor history and delivers unprecedented advances in scalability to support critical applications. Both processors offer Intel Turbo Boost technology and Intel® Hyper-Threading Technology (Intel® HT Technology), which combine to increase application performance.

"Intel Xeon 5600 and 7500 processors with SQL Server 2008 R2 provide an optimized infrastructure to take Acorn solutions to the next level. We're known for the scalability of our solutions which are designed to process massive amounts of data to accommodate the growing needs of our large-enterprise customers."

— Jerome Patterson, Chief Marketing Officer, Acorn

"Our business applications rely on Intel Xeon 5600 and 7500 processors, and we highly recommend them to all of our clients. They help us extend our business by achieving the level of performance and scalability we need at a dramatically lower price."

— Jerome Patterson, Chief Marketing Officer, Acorn

BETTER TECHNOLOGY FOR BETTER RESULTS

Acorn has long recognized that its business is only as good as the technology on which it is built. With Intel Xeon 5600 processors and SQL Server 2008 R2 Enterprise, Acorn accelerates innovation and achieves maximum scalability. Intel Xeon processors provide an unparalleled base of performance and reliability, so Acorn can maximize the business intelligence innovations of SQL Server 2008 R2,

"By integrating SQL Server 2008 R2 and Intel Xeon 7500 series processors, Acorn seeks to offer our enterprise customers a joint platform specifically designed to deliver optimal results."

— Persio Afonso, Marketing Director, Microsoft

MICROSOFT PARTNERSHIP DELIVERS RESULTS

In 2001, the company partnered with Microsoft, eventually becoming a Gold Certified Partner. The decision to standardize on Microsoft was based on the broad acceptance of Microsoft technologies in the enterprise as well as the comprehensive functionality, openness, and scalability of Microsoft products. Acorn relies on SQL Server 2008 R2, which supports scalability for x64 architecture and up to 256 logical processors, allowing the company to scale

to extremely large data sets. SQL Server 2008 R2 also provides several services that deliver significant advantages in business intelligence:

- SQL Server Integration Services for extract, transform, and load (ETL) operations
- SQL Server Reporting Services for the standard reporting platform
- SQL Server Analysis Services for information delivery via OLAP cubes

To analyze the rich business insight afforded by SQL Server 2008 R2, Acorn uses PowerPivot-ready data models—including PowerPivot for Excel and PowerPivot for SharePoint. This enables the company to tap into all the benefits of the technology in the familiar environments customers already use.

“Our Intel and Microsoft-based solutions enable us to develop new features that our customers rely on for superior analysis and insight. We can also implement our solutions faster, and integrate easily with our clients’ existing IT environment.”

— Torsten Weirich, Chief Technology Officer, Acorn

IMPROVING OPERATIONAL PERFORMANCE

Acorn views building on the Intel and Microsoft platform as a pivotal decision—one that has helped the company provide successful profit improvement solutions to some of the most respected names in corporate America, including Charles Schwab, FedEx, Lowe’s, and Fisher Scientific. Building applications on the newest and most powerful hardware and software gives Acorn a competitive edge over the competition, and helps the company develop more cost-effective solutions for clients.

RESOURCES AND LINKS

For general information about the Intel and Microsoft alliance:
www.intelalliance.com/Microsoft

To learn more about Intel Xeon processors:
www.intel.com/p/en_US/products/server/processor
www.intel.com/itcenter/system/server/index.htm
<http://www.intel.com/itcenter/products/xeon/5600/index.htm>
<http://www.intel.com/itcenter/products/xeon/7500/index.htm>

To learn more about Microsoft SQL Server 2008 R2:
www.microsoft.com/sqlserver/2008

For specific information about Acorn:
www.acornsys.com

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