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Information Builders and 1010data Partner to Provide Enterprise Data Warehouse Analytics as a Service

New Partnership Allows Customers to Easily Deliver WebFOCUS BI With 1010data's Hosted Enterprise Data Warehouse

New York, NY – May 26, 2010 – Information Builders, an independent leader in [business intelligence \(BI\)](#) solutions, today announced a new partnership with 1010data, providers of high-performance, hosted data warehouse solutions. This partnership links Information Builders' popular [WebFOCUS](#) analytics solutions to 1010data's namesake hosted database, improving customer analytics performance and lowering [data warehousing](#) costs.

“The high costs and long lead times that are typical of enterprise data warehouse solutions are eliminated because 1010data does not require the installation of software or lengthy database planning and design cycles,” said Gerald Cohen, founder and CEO of Information Builders. “Together we give users immediate insight for better business decisions and rapid ROI.”

Information Builders customers can now leverage the 1010data database solution as their enterprise data warehouse. Using 1010data, joint customers can improve performance of WebFOCUS, a flexible front-end information delivery platform, to enable fast and reliable querying of detailed data.

“Information Builders' WebFOCUS solution is a well respected brand and we are excited to be able to work with them to help customers get the most from their IT investments,” said Joel Kaplan, President and CEO, 1010data. “We are pleased that IBI has created a ‘named’ adapter that can take advantage of the speed and performance attributes of the 1010data analytical engine. This partnership gives customers flexibility with a proven means of transforming data into actionable information that impacts operations and decisions day-to-day.”

1010data and Information Builders are also pleased to announce a joint customer win of a major retailer with more than 8,500 stores in the U.S. The retailer has already taken advantage of these powerful technologies to analyze its market basket information, which has led to immediate ROI.

The companies will initially work together with a focus on the retail market. Using the joint solution, retailers can improve store site selection, merchandising, inventory effectiveness, product level assortments, promotional planning, and help improve customer loyalty programs.

About 1010data.

1010data offers a data and analytics platform that is the only complete approach to performing the deepest analysis and getting the maximum insight directly from raw data, at a fraction of the cost and time of any other solution. 1010data's extensive history in business intelligence and data warehousing has enabled the company to create this powerful solution – as a service.

About Information Builders

Information Builders' award-winning combination of business intelligence and enterprise integration software has been providing innovative solutions to more than 12,000 customers for the past 35 years. WebFOCUS is the world's most widely utilized business intelligence platform. It provides the security, scalability, and flexibility needed at every level of global extended enterprises. Its simplicity helps create executive, analytical, and operational applications that reach dozens to millions of users. Information Builders' iWay Software suite provides state of the art, multi-purpose, pre-built integration solutions that address all business process, B2B, application, data and information management integration requirements. Its integration adapters have been adopted by the leading software platform providers. Information Builders also offers solutions in the [performance management](#), [business activity monitoring](#), and [enterprise search](#) markets. The company's comprehensive enterprise product offerings give Information Builders' customers the ability to grow and innovate according to their needs.

Information Builders' customers include market leaders in all major commercial industries, federal and local government agencies and leading educational institutions globally. Headquartered in New York City with 90 offices worldwide, the company employs 1,350 people and has more than 350 business partners. More information is available at informationbuilders.com.

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