

Solver sees fast growth ahead in BI with Microsoft and ProfitBase.

The world of Business Intelligence has changed drastically and continues to evolve every year. With more than a decade worth of expertise in this industry, Solver is firmly positioned to provide clients and partners with deep knowledge and understanding of current technologies and to provide leading-edge Microsoft and ProfitBase based solutions that supports ever-changing client needs.



Left to Right: Eric Forgo (GM, VP of Sales, East) Manish Bansal (VP of Sales, West), Johan Magnusson (Managing Director, Solver EMEA), Amey Lai (Marketing Manager), Per Solli (Co-owner, CEO), Nils Rasmussen (Co-owner, President)

Solver is a Microsoft Gold Partner that specializes in delivering business reporting and business intelligence solutions to the market place. For more than a decade, Solver was the leading global partner for the Microsoft Enterprise Reporting solution, and now is taking the same, focused role for the successor product, Microsoft PerformancePoint Server.

Since the pre-beta versions in 2005, they have been involved with this powerful business intelligence suite, supporting Microsoft with a team of consultants and subject matter experts at their headquarters in Redmond, Washington, assisting with internal implementations and providing their developers with feedback.

Solver is now positioned as a global leader in PerformancePoint Server implementations and related value added add-ons from Solver and from strategic partners such as ProfitBase. Solver works with the Microsoft's sales and services teams and with partners globally to provide best-in-class implemen-

tations of the Microsoft PerformancePoint Server business intelligence suite and related add-ons.

Strategic Partnership with ProfitBase

In addition to Microsoft, a key strategic partner for Solver is ProfitBase. Solver is keenly aware of the effort involved consolidating information from the many business systems that most clients have. "ProfitBase 2007 is an exciting new data warehousing technology that allows us to fill a major need that Dynamics partners and customers have been requesting," said Nils Rasmussen, co-founder of Solver. "The market wants an affordable and easy way to combine Microsoft Dynamics ERP data with data from other in-house business systems into one enterprise database, and then perform analysis and reporting."

"The hard work in any business intelligence project is getting the data consolidated into a nice, clean data warehouse. ProfitBase 2007 really makes this easy.

We can then use front-end tools like Solver's XL Reporter or any of Microsoft tools including Microsoft PerformancePoint Server to give information workers nice dashboards and reports. The combination is a great solution," Rasmussen goes on to say. "Solver has very strong ties to the Microsoft Dynamics partner network, has excellent business intelligence and market knowledge and we are both committed to Microsoft technology," said Larry LeBlanc, president of ProfitBase NA Inc. "Because Dynamics customers and partners are a major part of our strategy, Solver is the perfect partner for us. Our products fit nicely together."

Vertical Market Focus is Key

Solver understands that every market segment has its own set of problems and challenges. Understanding and becoming experts in all market segments is virtually impossible to do and do well. Therefore, Solver has an in-depth focus in four key vertical market segments: Retail, Public Sector, Media and Financial Services. "We have very strong domain knowledge in Public Sector, Media and Financial Services, and because ProfitBase has such a strong product offering around Retail we are now making that a focus for us this year. Additionally, ProfitBase helps us to package up our knowledge as templates and offer solutions that can be deployed very quickly. This means we can offer our customers a more competitive solution and at the same time reduce the risks that are inherent to custom developed solutions."

Tier is Strategic Partner in Public Sector

Solver has long been a proponent of partnering with other Microsoft partners that offer in-depth expertise in certain areas. A great example of this is the strategic alliance between Tier, a premier provider of Microsoft business solutions in public sector.

Tier serves more than 50 cities and counties around the United States with their Microsoft-based financial solutions, and Solver brings top Business Intelligence (BI) expertise to the relationship, in addition to add-on solutions.

ProfitBase is the cornerstone of the public sector BI offering as it provides an easy-to-maintain, central data warehouse that pulls data from the various data sources in the organization and provides it to the front-end report writers, budget tools and analysis solutions.

Big Push in BI Market

Microsoft is making a big push into the BI market with the launch of PerformancePoint Server this fall. Solver and ProfitBase are in a very strong position to support that launch and bring

added value to customer around the world. "We are very pleased with the Solver relationship. Solver has a very strong relationship with Microsoft, understands the value that ProfitBase 2007 brings and is helping us grow our presence in the market both in North America and in Europe. We look forward working with them in the future", notes Borre Tharaldsen, Managing Director of ProfitBase AS.

The European part of Solver

was started in 2005 to support Microsoft as a truly Global Partner in conjunction with the start of the TAP Program for Microsoft Performance Point Server 2007. Solver kicked-off with two TAP customer located in Denmark and Switzerland in the end of 2005.

These customer implementations was the start of a tight collabora-

tion between Solver and Microsoft in Europe. Solver Europe has now been assisting Microsoft, implementing PPS reference cases for over two years all round Europe as well as delivering PPS training for MS Partners in over 10 countries. In addition to Microsoft, Profitbase has been the most important partner for Solver Europe since the start 2005.

By using the Profitbase solution in conjunction with the on-going PPS implementations, Solver has created a truly unique proposition to the market! The Solver / Profitbase collaboration is and will be very strategic for Solver going forward. Solver currently has close to 20 employees around Europe divided into four offices; Sweden, Denmark, UK and Germany. Offices in Norway and Finland is scheduled to open in the end of 2007".

I tospann med Microsoft for PerformancePoint

Microsoft har i høst en av sine største lanseringer noensinne. PerformancePoint skal lanseres og i den forbindelse har de jaktet på en god løsning for å implementere systemet på en effektiv måte i større retailmiljø. Løsningen fant de hos norske ProfitBase. Nå tar Microsoft med seg ProfitBase på internasjonal lanseringsferd.

– At Microsoft velger oss som partner til en internasjonal lansering er en viktig bekreftelse og at vi har satset helt riktig, påpeker Rune Vatnamot som er markedsdirektør i ProfitBase.

Det var i hovedsak tre viktige faktorer som bidro til at Microsoft valgte å samarbeide med ProfitBase; enkel teknisk implementering, templates tilpasset retail, samt at løsningen var enkelt å drifte.

The missing link

– Det var helt åpenbart at dette var det vi savnet. ProfitBase forenkler implementeringen av Microsoft PerformancePoint og sparer våre kunder innen retail for store ressurser, påpeker Willem Haring, teknologistrateg (Industri

Technical Strategist) i Microsoft.

Det var under en presentasjon under WincorWorld i Tyskland sist vinter at Microsoft falt pladask for løsningen fra norske ProfitBase. Midt under presentasjonen av ProfitBase utbrøt Haring, at dette var det de manglet, dette var "The missing link". Haring så straks at Microsoft ved å arbeide tettere med ProfitBase kunne de få en hjelp ved den nær forestående lanseringen av PerformancePoint og implementering av løsninger innen retail."

Enkel, tilpasningsdyktig og effektiv

Teknologien fra ProfitBase systematiserer og ordner informasjon fra ulike datakilder, som for eksempel salg, POS, logistikk og økonomi, - tilfører forettningslogikk og lever dette videre slik



Willem Haring, teknologistrateg i Microsoft, gleder seg til å jobbe med ProfitBase internasjonalt.

at Performance Point kan få dataene ferdige bearbejdet for videre behandling og presentasjon.

ProfitBase har utviklet moduler som er enkle og raske å implementere. Det gjør at kundene raskere kommer i gang og kan benytte dataene. – Ved å bruke ProfitBase sitt malbaserte datavarehus, kan detaljhandelen oppnå fordeler ved å bruke standard målemetoder og nøkkeltall. Det gir dem et forsprang når det gjelder analyse av egne prestasjoner, sier Haring.