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## **Benefitfocus selects**

### **ProfitBase 2007 Data Warehouse Software**

**York PA, May 7, 2007** – ProfitBase, a technology leader in easy to use configurable data warehousing, today announced that Benefitfocus, of Charleston, SC, has selected their ProfitBase 2007 Data Warehouse software to further enhance their Business Intelligence program. The initial order from Benefitfocus is the first of a three-phase project being implemented during the first half of 2007 that will help consolidate information from their operational systems.

“Benefitfocus is growing quickly as a company and we realize that in order to scale our business, we must have a reliable way to identify areas of operational success and improvement”, says Greg Howe, Manager of Enterprise Business Systems for Benefitfocus. “Our BI program touches nearly every process area including Sales, Customer Relationship Management, Finance, Product Operations, and Human Resources. We use this information for our different systems to provide decision makers a full enterprise-wide view of our operations with the ability to drill-down into the details.” He goes on to say, “We chose ProfitBase 2007 because it is completely configurable and eliminates the need for Data Transformation Services/SQL Server Integration Services. ProfitBase will significantly reduce our development time and maintenance costs for data warehousing.”

ProfitBase 2007 is a configurable data warehousing software that delivers ready to use business analytics, business system connectivity and a rapid configuration Data Warehouse tool that significantly reduces time to value and empowers information workers with one consolidated view of the information they need for better and faster decisions. ProfitBase 2007 has ready to use Business OLAP Cubes for Finance and Sales and Data Source Connectors for Microsoft Dynamics GP, NAV and AX, Oracle Financials and many others, enabling ProfitBase 2007 solutions to be installed and running significantly faster than custom developed Data Warehouse

solutions. Based on Microsoft SQL Server 2005, ProfitBase 2007 extracts and consolidates raw data from existing business systems and applies proven business logic to create performance metrics that are presented to information workers with tools like Microsoft's Office™, Reporting Services™, Business Scorecard Manager™ and ProClarity™.

"We are very pleased to have Benefitfocus as a customer. They are a very exciting company that has developed truly ground-breaking technology; that will benefit greatly from ProfitBase system. Together with our partner, MetaLogix of Charlotte NC, we look forward to helping them further enhance their business operations," comments, Larry LeBlanc, President of ProfitBase NA Incorporated.

### **About MetaLogix**

MetaLogix is a Microsoft Certified Partner specializing in Business Intelligence, Workflow Solutions, Portal Automation and Custom Development. MetaLogix won the Blue Diamond Award in 2005 for Best Use of IT Technology (presented by Information Technology Charlotte and The Charlotte Chamber). To find out more about MetaLogix, visit [www.meta-logix.net](http://www.meta-logix.net).

### **About ProfitBase**

ProfitBase delivers ready to use business analytics, business system connectivity and a rapid configuration data warehouse that results in faster implementation and deployment of Business Intelligence solutions to businesses. ProfitBase's data warehousing software, ProfitBase 2007, provides ready to use Business Cubes for Finance and Sales and Data Source Connectors for Microsoft Dynamics GP, NAV and AX, Oracle Financials and many others, enabling ProfitBase 2007 solutions to be installed and running significantly faster than custom developed data warehouse solutions. ProfitBase solutions leverage the power of Microsoft SQL Server 2005 and Analysis Services to deliver performance information to scorecard, dashboard and reporting systems thereby providing decision makers with one consolidated view of the information they need to quickly analyze their performance and make better, faster decisions. To learn more about ProfitBase visit their website ([www.profitbase.com](http://www.profitbase.com)) or contact Larry LeBlanc (Phone: 717.309.7006 – Email: [larry.leblanc@profitbase.com](mailto:larry.leblanc@profitbase.com)).

### **About Benefitfocus**

Benefitfocus is the leader in software and services for the healthcare benefits market. Through developing leading technology solutions, Benefitfocus allows consumers, employers and benefit providers to manage complex decisions in an ever-changing healthcare environment. Headquartered in Charleston, SC, Benefitfocus can be reached at 843-849-7476 or via the Internet at [www.benefitfocus.com](http://www.benefitfocus.com).

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