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For Immediate Release

ProfitBase and GoWx announce partnership to bring Hosted SaaS Business Intelligence to North American Market

ProfitBase business and connector templates are used for fast deployment.

York, PA, USA – 2 July 2009 -- ProfitBase, a technology leader in ready-to-use, rapidly deployed data warehouse, business analytics, budgeting and planning software, today announced their partnership with GoWx to bring a cost effective, functionally rich, Hosted Software as a Service (SaaS) Business Intelligence (BI) solution to businesses in North America. Hosted in the Cloud, the BI solution extracts and consolidates transactional data from a company's existing business systems and delivers performance metrics to decision makers through the ProfitBase InFront Analytics dashboard in a browser product, Microsoft SharePoint™, PerformancePoint™ Excel, or their preferred front-end tool.

“In this difficult economy, businesses are conserving cash but are still looking for ways to deliver better information to their decision makers. With our Hosted BI solution, businesses are able to change what was an upfront capital expenditure to a low monthly expense. They conserve cash and at the same time greatly improve the quality of information required to make day-to-day decisions,” comments Larry LeBlanc, President and CEO of ProfitBase NA Inc. “We have ready-to-use connectors for many business systems, including Microsoft Dynamics™ GP, AX and NAV, AS/400, Oracle and LS Retail AX and NAV to mention a few and we can quickly configure new connectors for other business systems,” LeBlanc adds.

The Hosted SaaS BI solution is configured and deployed using ProfitBase 2009, a scalable, rapidly configured data warehouse and OLAP Cube deployment accelerator for Microsoft SQL Server™. With ProfitBase 2009, information from multiple business systems is easily consolidated. ProfitBase 2009 includes ready-to-use business templates consisting of business logic, key performance indicators and dimensions for finance, sales, inventory, purchasing, accounts receivable, human resources, manufacturing, healthcare, retail and others. Also included are many data source connector templates for many of the most popular Point-of-Sale and ERP business systems. Businesses are able to display and distribute their metrics and KPIs throughout their organization using dashboard and reporting tools such as ProfitBase InFront Analytics, Microsoft SharePoint™ Server, PerformancePoint and Excel, among others.

ProfitBase and GoWx Offer Hosted BI

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“The ProfitBase BI offering is an exciting new offering for us. We have been watching the BI market for years and the problem always was long complex deployments. ProfitBase 2009 has a graphical configuration environment and pre-built templates that speeds, yet simplifies deployments, which means lower risks and fast time to value for our customers,” notes RJ Burgess, President and CEO of GoWx. “We are able to host the entire solution in the cloud. So other than making a connection to the company’s business systems, there is very little burden on the IT staff or their budget,” Burgess goes on to say.

About GoWx

Founded in 1995, GoWx is a leading provider of IT Hosting services that link business and IT. Our products and services have helped many companies reduce IT administration and increase integration in business tasks. GoWx is a privately held corporation based in Minneapolis, MN. For more information about GoWx, call 1-952-258-6300 or visit www.GoWx.com

About ProfitBase

ProfitBase is a global technology leader in ready-to-use, rapidly deployed data warehouse, business analytics, budgeting and planning software. Their software is deployed throughout the world in retail, healthcare, manufacturing, and many other industries. Their flagship software, ProfitBase 2009, is their scalable, rapidly configured data warehouse and OLAP cube deployment accelerator for SQL Server. ProfitBase 2009 includes business templates that include key performance indicators (KPIs), metrics and dimensions for point-of-sales, finance, sales, inventory, purchasing, and more. Additionally, data source connector templates are available for Microsoft Dynamics GP, NAV, AX, SOL and many other Point-of-Sale and ERP systems enabling easy connection and extraction of transactional data into the data warehouse.

ProfitBase is a Microsoft Gold Certified Partner, and a National Retail Federation - Association for Retail Technology Standards (ARTS) member and chairs the ARTS Data Warehouse committee. To learn more about ProfitBase, visit www.profitbase.com.

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