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ProfitBase announces launch of their United Kingdom and Ireland Operation

OSLO, Norway – 6 Oct, 2008 -- ProfitBase, a technology leader in easy-to-use configurable data warehousing, today announced the next chapter of their global expansion with the launch of their UK & Ireland operations.

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.

“The UK and Ireland are key markets for us,” said Borre Tharaldsen, CEO of ProfitBase AS. “We have been looking at this market for some time and now believe we have the right team to address the market effectively,” Tharaldsen goes on to say. ProfitBase is on a very strong growth curve and is fast becoming the preferred solution for Microsoft customers looking for fast deploy of their business intelligence solutions.

ProfitBase delivers ready-to-use OLAP Cube Measure Group templates consisting of best-practice business logic, key performance indicators (KPI) and dimensions for finance, sales, inventory, purchasing, healthcare, retail and others. Also provided are quick-connect data source connector templates for Microsoft Dynamics™ GP, NAV, SOL, AX, and many others, including Retalix StorePoint, Fujitsu Global Store, Wincor Nixdorf TP.net, LS Retail for Dynamics AX and NAV and other Point-of-Sale systems. Templates are easily deployed and quickly adapted to each business’s unique requirements and new Measure Groups and data source connectors are easily created and deployed using ProfitBase 2009 Management Studio, an easy to use, wizard-driven, graphical configuration environment.

“We saw the momentum in the market as being with Microsoft and were looking for a way to enter the market quickly and with tools that add tremendous value to our customers,” comments Louis Peacock, Managing Director, ProfitBase UK. “The downward pressure on the market, combined with commoditization that has happened has altered the market significantly. Using the traditional data warehouse deployment approach is just no longer a viable option in most instances. Skills are scarce and in the current economic environment businesses are looking for solutions that will deliver business value quickly and cost effectively with very little risk. IT budgets have been slashed but the need for information is now a business imperative. ProfitBase enables us to deliver on this promise and we see

an exciting time ahead for us in this market. It has a value proposition second to none and can show results in days instead of months," Peacock goes on to say.

About ProfitBase

ProfitBase delivers ready-to-use business analytics using ProfitBase 2009, their scalable, rapidly configured data warehouse and OLAP Cube deployment accelerator for SQL Server. ProfitBase 2009 includes ready-to-use Measure Group templates consisting of business logic, key performance indicators (KPI) and dimensions for finance, sales, inventory, purchasing, healthcare, retail and others that are easily configured and deployed using an easy to use graphical configuration environment. Also provided are data source connector templates for Microsoft Dynamics® GP, Microsoft Dynamics NAV, Microsoft Dynamics SL, Microsoft Dynamics AX, and many others, including Retailix StorePoint, Fujitsu Global Store, and Wincor Nixdorf TP.net, LS Retail for Microsoft Dynamics AX and Microsoft Dynamics NAV and other Point-of-Sale systems.

ProfitBase solutions leverage the power of Microsoft SQL Server 2005/2008 to deliver performance information to scorecard, dashboard, and reporting systems, like Microsoft PerformancePoint™ Server 2007 to provide decision-makers with one consolidated view of information for quickly analyzing performance and for making better, faster decisions.

ProfitBase is a Microsoft Gold Certified Partner, an ARTS member and chairs the ARTS Data Warehouse committee.

To learn more about ProfitBase visit their website at www.profitbase.com, contact Borre Tharaldsen at +4790097206 or e-mail bt@profitbase.no or Louis Peacock at +447899667533 or e-mail louis.peacock@profitbase.com.

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