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## ProfitBase to preview New Release of Configurable Data Warehouse and OLAP Cube Software at Microsoft Convergence

YORK, Penn., March 5, 2008 -- ProfitBase, a technology leader in easy-to-use configurable data warehousing software, today announced they will be previewing their new ProfitBase 2009 software at the upcoming Microsoft Convergence 2008 conference in Orlando, FL., March 10-13. ProfitBase is a Bronze Sponsor at the conference, exhibiting in Booth #615. The software is scheduled for release on May 30, 2008.

Convergence is Microsoft's premier Dynamics event of the year, bringing together customers, partners, team members and industry experts to discuss solutions, address business needs and establish a community that can be leveraged throughout the year.

ProfitBase 2009 is the first major release to follow the company's revolutionary ProfitBase 2007 release of April 2006. The new release incorporates many new advanced data warehousing and OLAP cube configuration features including improved integration with Microsoft SQL Server 2005, support for Microsoft SQL Server 2008 and Windows Server 2008, and new Measure Group templates for Retail Point-Of-Sales, Inventory, Procurement, Accounts Receivable and Sales Logistics. Additionally, the release includes ProfitBase WebPlan, a web-based, business process-oriented budgeting module that reduces budgeting cycle times and work effort from weeks to days.

"The ProfitBase 2009 release is packed with new features that enable more advanced data warehouse designs to be implemented with ease. We've also expanded our template library beyond finance and sales to address common business areas like procurement, inventory, accounts receivable and sales logistics. Our templates reduce implementation time because they are fast to deploy, yet easily modified to address each customer's unique requirements," said Borre Tharaldsen, CEO of ProfitBase AS. "Business Intelligence continues to be a top priority for businesses and our software helps them implement their solutions faster and once deployed to maintain and upgrade them with ease."

ProfitBase 2009 WebPlan enables management to build upon and evolve budgets and forecasts using historical results as a starting point, reducing the budget and forecast input effort and cycle time from weeks to days. WebPlan leverages web forms to capture planning input from people close to the operation and supports concurrent top-down target setting and bottom-up planning. WebPlan promotes a

collaborative environment for management teams allowing senior management to set top line targets and line of business or department managers to adjust details with annotations justifying their adjustments. Budgets start with historical figures and automatically roll-up so errors are significantly reduced and accuracy is greatly improved.

“WebPlan expands our BI footprint to address an area dominated by spreadsheets and their associated problems. With WebPlan, budget administrators can easily configure, track and expedite the process. Historical figures are part of the starting budget so a budgeting cycle can be very fast. Roll up of the figures is automatic so senior management sees more accurate budgets faster.” notes Tharaldsen.

ProfitBase 2009 leverage and complements Microsoft SQL Server 2005/2008, Office PerformancePoint Server 2007 and Microsoft’s new release of Windows Server 2008.

### About ProfitBase

ProfitBase, a Microsoft Gold Certified Partner, delivers ready-to-use business analytics using ProfitBase 2007, its configurable data warehouse and OLAP Cube software. With ProfitBase 2007, connector templates for data extraction from business systems and OLAP Cubes templates consisting of business logic, KPIs and dimensions for analytics associated with finance, sales, projects, retail, healthcare and others are easily configured and deployed. ProfitBase provides data source connector templates for Microsoft Dynamics GP, NAV, SL and AX, and many others, including LS Retail, Retalix StorePoint, Fujitsu Global Store, and Wincor Nixdorf TP.net Point-of-Sale systems.

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

To learn more about ProfitBase, visit [www.profitbase.com](http://www.profitbase.com).

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