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## **FRACTAL:EDGE ENLISTS ADVUS TO HELP EXECES VISUALIZE BUSINESS INDICATORS**

### **Solutions Partner Focuses Squarely on Corporate Performance, Analytics and Business Intelligence to Drive Results**

New York, USA – 6 February 2008– Advanced visualization software vendor Fractal:Edge announced it has partnered with Advus, a New York and São Paulo Brazil strategic consulting company that has made a bold move into helping customers drive profit and manage risk by integrating highly effective and interactive Fractal Maps with Executive Portals. Using a unique fast-path implementation methodology, Advus is taking readily available business information, applying custom analytics that serve the needs of CxOs, and creating Fractal Enterprise Dashboards that provide them with complete visibility to the summary and detail information driving enterprise key performance indicators.

Casas Bahia, the largest retailer in Brazil that offers credit to its 26 million customers is an excellent case-in-point of an Advus consulting client that has seen how comparing key performance indicators with interactive Fractal Maps has improved decisions. Fred Wanderley, CIO for Casas Bahia, perceived that a systematic and agile approach to Corporate Performance Management would expose the cause-and-effect relationships that could give profitable insight to their business leaders. “We created 2 Fractal Maps from our extensive data warehouse, Sales and Credit Consignment, to help our 40+ Sales and Product Management executives, responsible for the results in 540 stores across 8 states, to speed analysis.” said Wanderley. “Suffice to say that the visibility of our key information at both a summary and detailed level can be examined with such flexibility that Fractal dashboards have become a critical tool in our day-to-day business operations”.

“Advus has clearly locked onto a burning need facing many CxOs and business managers struggling to extract business intelligence from their existing company information.” said John Polo, VP, Partner Channels for Fractal:Edge. “They have been able to build a whole new analytics and visualization business practice that extends their core strengths in Business Process Integration and Executive Portals by including our powerful Fractal Map technology.”

“We are pleasantly surprised on how receptive business leaders are to looking at ways to improve comprehensive reporting and analysis using new technologies like Fractal Maps.” said Marcelo Sant’Anna, President of Advus. “We are very optimistic that the unique methodology we have developed to introduce, define and implement Fractal Dashboards will appeal to many of our existing valued clients, with immediate improved results.”

**About Fractal:Edge**

Fractal:Edge delivers software products for the interactive visual analysis and navigation of large, complex or fast-moving information sources. Our patented data visualization solutions are used by blue-chip clients worldwide in multiple industries and business functions to analyze information quickly and accurately.

Fractal:Edge is committed to working with dynamic and innovative partners to deliver targeted Fractal Map applications and custom Fractal Map solutions to commercial and public sectors worldwide. For more information, go to <http://www.fractaledge.com>.

### **About Advus**

Advus is a strategic consulting company specializing in business process integration, analytics and the visualization of core business functional data in a way that becomes actionable by executives, staff and customers. With expertise in financial institutions, retail and telecommunications in both greater New York City and São Paulo Brazil, Advus builds fully functional visual analysis tools for immediate use in spotting trends and outliers that maximize profit opportunity while mitigating risk. For more information, go to <http://www.advus.com>.