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ADVUS BRINGS VISUAL CORPORATE PERFORMANCE DASHBOARDS TO CLIENTS

Fewer Strong Key Performance Indicators in Interactive Visual Dashboards Unlock Business Intelligence in Clients Own Information

New York, USA – November 9, 2007– Advus, a strategic consulting company specializing in Business Process and Performance Management, announced a number of investment and expansion plans that focus squarely in the new high-growth area of Corporate Performance Management, Analytics and Business Intelligence. Already an expert helping clients with Business Process Integration and Executive Portal Development consulting, the foundation was in place to expand Advus’s consulting services to development of custom analytics, defining key performance indicators that track business opportunity and risk, and build highly interactive client Enterprise Dashboards that can be used by any business user.

New to Advus is John Polo, Sr. Business and IT Executive, as Company Advisor and Principal. John is a former executive with Gartner and Kraft Foods worldwide and has also launched many investor-led IT product/service start-up companies, including those addressing the area of business intelligence and visualization. Along with Marcelo Sant’Anna, President of Advus, John leads the expansion of Advus resources in the Corporate Performance and Enterprise Dashboard market space. This includes creating a new office in the New York City area and a number of new industry vertical and subject matter experts to lead consulting engagements in both São Paulo and New York City.

“In the race to embrace Business Intelligence as a core competency in many companies no one has taken the time to deliver intuitive visual tools that “push” selective key business drivers that seize opportunity and manage risk from a top-down business and analytic perspective.” said Mr. Polo. “At Advus we’re excited to introduce a new and powerful way for business users from staff to board executives to gain complete visibility to both summary and detail information that allows them to truly examine Corporate Performance.”

Over the past several months Advus has been refining a repeatable methodology to introduce this concept to CxOs for Enterprise Dashboards and VPs/Directors of business divisions and key general business function areas that will help them extract the business intelligence from their existing information sources. Advus has recently implemented a Sales and Credit Dashboard advanced visualization solution for Brazil’s largest retailer, where tens of thousands of data elements can now be analyzed by the CFO and its Sales and Product Manager in one interactive image. The client views this successful solution as an agile approach to Corporate Performance Management that helps analyze the cause-and-effect relationships that provide profitable insight to business leaders.

“We have been astonished along with our clients to see how quickly these Enterprise Dashboard solutions are adopted by users that until now were struggling to manage results buried in volumes of information -- where results, good or bad -- were just not easily recognizable.” said Sant’Anna. “With complete visibility from summary to detail information, we have named these Advus solutions “Performance-Watch™” - key *performance* indicators that will be used to visually *watch* your business.”

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 Sao 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> or <http://www.advus.com.br>