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## **ADVUS EXPANDS CPM/BI PRACTICE TOOLSETS AS AN IBM COGNOS VALUENET PARTNER**

### **Advus Helping IBM Cognos Customers with Several Fast-Adapt Solution Sets to Build Corporate Performance and Risk Management Systems**

**New York, NY – March 12, 2010** – Advus, a strategic consulting company that specializes in Corporate Performance Management (CPM), Analytics and Business Intelligence (BI) IT solutions, is pleased to add IBM Cognos ValueNet Certified Partner to its list of industry recognitions. Advus has been developing repeatable methodologies and software components to speed client CPM solutions in business areas such as Financial Control, Risk Management, Sales, Credit, Inventory, Forecasting, and other operational and enterprise-wide areas.

“Although we have remained vendor-neutral and focusing more on leveraging our clients existing BI architecture and information sources, we are pleased to see that many are standardizing on Cognos.” said Dr. Marcelo Sant’Anna, President of Advus, and a Principal in its Analytics Practice area. “As companies move from tactical BI projects to aggressively addressing CPM and BI as core business competency, standardizing on fewer, stronger tools, speeds development of these role-based, and auto-alert solutions that can drive business results”.

IBM has been aggressive in defining a complete BI systems and data architecture using its Cognos brand that clients can use to build highly functional systems. This functionality includes analytics, dashboards, and full data connectivity to just about any source without duplication. The consolidation of the BI vendors to IBM, Microsoft, Oracle, and SAP, helps systems integrators like Advus focus on the business requirements, the metrics, key performance indicators and business improvement aspects of creating CPM applications for our clients. Of particular note with the IBM arsenal of Cognos solutions is its zCognos offering, where owners of its System Z mainframes, running Linux, can run highly scalable CPM applications that require hundreds of simultaneous users that need near real-time access to transactional and BI queries.

“With BI as the CIO #1 priority, for the 5<sup>th</sup> year in a row, according to the latest Gartner research, it is nice to see complete solution sets being offered by vendors like IBM Cognos so that our Practice Managers can focus more with our clients on developing the actual CPM solution in days and weeks, not months and years”, said John Polo, Chief Operating Officer for Advus, former Gartner Senior Vice President and former executive with Kraft Foods.

## **About Advus**

Advus is a strategic consulting company that specializes in the delivery of Corporate Performance Management (CPM) and Business Process Management (BPM) solutions that improve visibility to key operational information, and lead to more agile business processes required in every core business function, and across the whole enterprise.

By combining our knowledge of information management, defining key performance indicators that expose profit opportunity while managing risk, and the use of advanced visualization technology, we create powerful interactive visual solutions (Performance-Watch™ Visual BI Dashboards) that positively and productivity change the way executives, staff and customers create a sustainable competitive advantage. For more information, go to [www.advus.com](http://www.advus.com).