

For Immediate Release

BI-Basics: New Company to Focus on Business Intelligence

Los Angeles, November 1, 2006 — The increasing need for Business Intelligence - the range of applications and technologies for gathering, providing access to and analyzing data to help enterprise users make better business decisions — has led to the creation of a new entity to focus on the Business Intelligence sector.

The new company is BI-Basics LLC. The mission of BI-Basics is to ensure that clients get the right advice and the right platform to build a flexible and extensible BI solution for their business.

BI-Basics' CEO Eric Reid, formerly President of Business Intelligence at Ascertane, is excited about the new company's focus and prospects: "As we did at Ascertane, our Business Intelligence practice will partner closely with MicroStrategy and focus on the mid-market, providing services to companies in many industries. Developing this new brand with a clear message and a distinct range of services will simplify marketing and ensure customers and prospects understand the mission of BI-Basics. The new company will continue to service existing Ascertane clients with the same commitment, professionalism and integrity Ascertane has demonstrated over the past five years."

Jim Ross, CEO of Ascertane, wished Reid well in his new venture. "While Ascertane will pull back from the Business Intelligence market, we have confidence that BI-Basics will satisfy our clients' Business Intelligence needs. Ascertane will continue our broad range of enterprise software solutions and services spanning digital media, digital rights management and custom development in Java and .NET. Ascertane's unique combination of industry experience and software development expertise permits us to deliver innovative solutions that empower current and future business initiatives. Simply put, we create fully integrated enterprises."

BI-Basics will provide a range of solutions and templates tailored to mid-market companies in a range of industries including Retail, Banking, Entertainment, Internet and Insurance.

Ascertane is a leading provider of targeted, business process solutions that harness the power of technology. Leading companies turn to Ascertane for digital media expertise, enterprise software development and application integration services.

BI-Basics has unrivalled expertise in the fundamental requirements of adaptable, scalable, secure business intelligence solutions. Focusing on the needs of mid-market companies, BI-Basics has the experience and engineering talent to ensure the best possible return on your Business Intelligence Investment.

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