

Integrated analysis power

BARC confirms: InfoZoom brings data analysis to business professionals

Bonn, Germany. 24 February 2012 – humanIT Software GmbH will debut its new partner technologies at the CeBIT trade fair from 6 – 10 March 2012 in Hanover, Germany. In combination with modern .NET technology, InfoZoom’s established method for data analysis supports a wide range of OEM solutions for current and potential partners. With this unique software, business professionals can gain control over the content and quality of their data. These findings were confirmed by the BARC Institute in its recent product review of InfoZoom 8.0.

Giving business departments more control over their data

According to BARC analysts Lars Iffert and Barney Finucane, InfoZoom’s unique strength lies in its capabilities for immediate analysis. Due to the underlying in-memory technology, the software supports high-performance analytics on large data volumes and provides a seamless connection to various data sources. Since the software is designed to be used and administered by business professionals, partner companies use it to add value to their ERP, Business Intelligence and data warehouse portfolios.

InfoZoom: A core component of proALPHA’s BI portfolio

The proALPHA Group, for example, uses InfoZoom technology to deliver proALPHA Analyzer, an OEM component that extends its complete ERP solution with ad hoc analysis and visual data mining capabilities. “For the past few years, we have had good experiences using proALPHA Analyzer to evaluate large data volumes in detail,” confirmed Matthias Kläsener, a member of the executive board at proALPHA Consulting AG. “Through its complete integration into our ERP suite, Analyzer provides a highly flexible component for analyzing and controlling proALPHA data. Our customers value having such a unique, interactive, high-performance tool for analyzing their data.”

Live presentations and demos at the CeBIT

humanIT will present its new integration technologies in the form of demo applications as well as many real-world application scenarios at the CeBIT in Hanover. As a sponsor of the BARC BI Forum, humanIT will also host three presentations on InfoZoom usage scenarios in BI environments on 8 March 2012. Speakers are Ralph Gattinger, Managing Director at humanIT Software GmbH, and Detlef Wendling, an InfoZoom user at the cable network operator Tele Columbus.

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InfoZoom at CeBIT 2012:

- Microsoft partner area: Hall 4, Booth A26, Desk P32
- SoftEngine partner booth (BüroWARE): Hall 5, Booth D18
- BARC BI Forum (sponsor): Hall 6, Booth A16

For more information or to schedule an appointment, please visit <http://www.infozoom.com/en/cebit>.

Presentations at the BI Forum, Hall 6, Booth A16 (in German)

Thursday, 8 March 2012: 11:00 A.M.

Ralph Gattinger: Finding Information That Would Otherwise Remain Hidden. Using InfoZoom in BI Environments.

Thursday, 8 March 2012: 12:30 P.M.

Ralph Gattinger: Self-Service BI with the Fraunhofer Method – Thinking Out of the Box with InfoZoom

Thursday, 8 March 2012: 4:30 P.M.

Detlef Wendling, Tele Columbus GmbH: Business Intelligence at Tele Columbus – Why Data Transparency Is Necessary for Successful BI

BARC product review: InfoZoom 8.0 (in German)

Get more information and download the product review at: www.infozoom.com/barc-review

humanIT Software GmbH

InfoZoom is a unique software tool for analyzing mass volumes of information spontaneously. Business users can intuitively use this software to directly understand and analyze their data with a few clicks of a mouse.

Companies can purchase InfoZoom through integration partners and value added resellers. The InfoZoom SDK enables a flexible integration to enhance BI, ERP, CRM, DQM, DM and many other types of applications.

humanIT is the manufacturer of InfoZoom. Founded in 1997 as a spin-off of the Fraunhofer Institute, the company today is a subsidiary of the proALPHA Group.

Press contact:

humanIT Software GmbH
Stephan Hofer
Brühler Straße 9
53119 Bonn
Germany
Tel: +(49) 228 90 95 4-42
Fax: +(49) 228 90 95 4-11
presse@humanit.de
www.infozoom.com

Media service:

U3 marketing unlimited
Stefan Mussel
Poststraße 9
64293 Darmstadt
Germany
Tel: +(49) 6151-8258-27
Fax: +(49) 6151-8258-11
s.mussel@u3marketing.com
www.u3marketing.com