



Defining Business Technology Productivity

Every Individual's Business Intelligence Quotient Grows with PowerOLAP Version 4.0.

New release of Enterprise-scale Business Intelligence—OLAP solution builds on exceptional personal productivity gains in Excel; unprecedented data connectivity; and control of corporate data to deliver real-time insight and decision support

DOYLESTOWN, PA, November 25, 2002 - PARIS Technologies, Inc., an innovator in planning, analysis and reporting software, today announced Version 4.0 of its premier product, PowerOLAP. PowerOLAP is real-time business intelligence designed for the entire organization based on advanced analytics and on dynamic connectivity from the everyday spreadsheet user's desktop. Businesses today need timely insight into corporate performance with guarantees of data integrity. Financial and operational reporting must be accurate and secure, with built-in transparency to underlying details. PowerOLAP provides unparalleled security for sharing knowledge organization-wide with confidence, allowing both Executive and Analyst to get the global picture of their company and to reach the detailed facts to support strategic goals—all from their familiar spreadsheet or Web interface.

First released in 1999, PowerOLAP is a complete, cost-effective and highly customizable planning and analysis business solution now in use at 800 client sites worldwide. Budgeting, forecasting, standard and ad-hoc reporting are all possible with live data from accounting, HR, customer service, sales or other data sources brought directly and dynamically into the familiar Excel environment. Version 4.0 of the PowerOLAP offers significant enhancements in power, speed and connectivity for the end-user, improvements which bring even greater returns on investment (ROI) for PowerOLAP customers.

Duane E. Presti, the company's founder and CEO said:

"PowerOLAP is a tool that can provide unprecedented gains in productivity for every Excel user in a company. Solutions built in PowerOLAP version 4.0 contain the most advanced analytics available today and offer full planning, budgeting, and dynamic reporting capabilities in Excel. PowerOLAP 4.0 is a scaleable, enterprise-wide solution, connecting Excel users to the corporate data they need in real-time. Like version 3.0, our customers can expect next-generation technology, less expensive and easier to implement than the competition. With Version 4.0, we took a technological leap forward and made PowerOLAP even better and faster than before."

Customer Gains:

Theunis Viljoen, Financial Director of Alexander Forbes PLC, a provider of financial and risk services located in London, United Kingdom said:

"It used to take six days by a team of professionals working full time and several painful steps of moving data through various software applications to publish our management reports each month. Now the whole process has been reduced to the click of a button with PowerOLAP 4.0. Management Reporting is live, completely automated, and always available to all corporate users."

"Its speed and flexibility are why we selected PowerOLAP over other OLAP tools in the market. We could not find many of its core features, such as incremental updating, in any other product. Incremental updating automates and optimizes data from our relational databases so we know we have the most up-to-date information in our Excel-based reports at any given time. "We started with PowerOLAP by developing a Management Reporting model that has been highly successful. Creating our customized business model and the connections to our data sources was simple and intuitive. PowerOLAP is user-friendly and report creation through PowerOLAP is a breeze, since it all happens in Excel.

"We have now developed an International Budgeting application in addition to Management Reporting, which connects over 90 business users. We expect to reduce our budgeting processes as dramatically as we did with PowerOLAP reporting.

"We have had a terrific experience with PARIS Technologies and are particularly happy with their client service culture. We are excited to be implementing another PowerOLAP model for our Human Resources Department. These implementations have been fast and fully-customized to our exact specifications. The results have represented vastly increased productivity for our Finance and HR staff."

Greater Connectivity and Speed for Even Greater Returns

PowerOLAP 4.0 offers innovations and enhancements not available from any other OLAP vendor in the marketplace. In addition to real-time connectivity and automatic updating of data from relational accounting and ERP systems, Version 4.0 offers new compatibility with Microsoft's SQL Server and Analysis Services or any other industry-standard OLAP vendor. This makes PowerOLAP particularly 'enterprise-ready'; it will connect to other multidimensional databases as well as the traditional relational transaction databases, closing the loop on all enterprise information sources and delivering that knowledge directly and easily to the right people in the organization.

William Webster, Vice President of Professional Services & Consulting, said:

"Our connectivity to corporate and individual data sources is unsurpassed. Users can reach data wherever it lives in the company for the business intelligence necessary for informed decision-making now. Because PowerOLAP is fully compatible with other OLAP sources, users can maximize their investment in existing technologies for a complete decision support solution using PowerOLAP.

"Version 4 is about being the best fully-integrated Business Intelligence solution for an enterprise. If you are already using Analysis Services cubes but want to take advantage of PowerOLAP's powerful budgeting capabilities, we are fully-integrated with Microsoft to allow the free flow of data from and to Analysis Services. Being compatible with Microsoft is very important to many of our customers, and we now provide them with a full BI service offering that integrates with Microsoft from the back end database right through to Excel.

"The compatibility to other OLAP vendors as well sets a new industry standard. It makes PowerOLAP the center of an enterprise solution and positions any organization for the largest of OLAP implementations. We know this brings a lot of added value to our customers."

PowerOLAP's new release also includes extensive upgrades to the OLAP engine and 'multi-threading' and 'multi-processing' capabilities. These improvements allow the maximum concurrent users in an enterprise scenario to access data at the same time without impact on performance. Additionally, users now enjoy powerful calculation enhancements, increased off-line availability and faster synchronization to corporate systems. These improvements translate into immediate results for end users, faster access to company data and increases in productivity.

Tony Gruebl, PARIS's Senior Vice President, explained:

"After implementing for some of the largest OLAP companies in the market for many years, I am extremely impressed with PowerOLAP, both in its performance as an OLAP engine and, more importantly, as the best solution available for our clients. Among its other advantages over our competition, multi-threading and multi-processing make PowerOLAP a true market leader for customers evaluating Business Intelligence and OLAP software.

Reliable scalability and increased application speed means even greater returns on their investment and, as uses for PowerOLAP grow within a company, client confidence remains very high as the tool handles the increased usage. Consequently, our prospective customers reward us with their business and existing customers are using PowerOLAP in new ways. I am proud to represent PowerOLAP because wherever our team implements, it always exceeds expectations and delivers tremendous results."

About PARIS Technologies

PARIS Technologies Inc., Doylestown, Pennsylvania USA, is an intelligent solutions technology leader, featuring advanced, intuitive and cost-effective OLAP and Business Intelligence technologies. PARIS's solutions allow users to plan, analyze and report—online, via Microsoft Excel and the Web—from enterprise and external data for business-critical relationships and insight.

For more information, visit www.paristech.com