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Information Builders Closes Strongest First Quarter in 26-Year Company History


Business Intelligence Leader Bucks the Trend with Explosive Revenue Growth in Technology Marketplace

Information Builders has closed the books on its most successful first-quarter sales to date, with overall revenues growing 20 percent from the first quarter in 2000.

In an economic climate that has negatively impacted many companies in the technology sector, Information Builders is experiencing unprecedented growth, due in large part to the demand for the company's Internet business intelligence solution. In the United States alone, sales for WebFOCUS increased 67 percent ahead of last year's first quarter.

The company also credits its United States consulting division as a factor in this rapid revenue growth. "There's a real need for companies to implement the type of data solutions we provide, and we deliver a solid, effective solution," said Gerald D. Cohen, president and CEO, Information Builders. "Fortunately, the general downturn in the technology market has not greatly affected our growth or opportunities in the business intelligence market."

Information Builders' success with its award-winning business intelligence product suite has been chronicled during the past several months, including being cited by industry research and analyst firm IDC for particularly strong growth for WebFOCUS in its report, "Information Access Tools: 2000 Worldwide Forecast and Analysis."

WebFOCUS is a complete business intelligence solution that delivers information easily and instantly to users across an enterprise. WebFOCUS helps companies and governmental organizations build and deploy Web reporting and transactional systems over intranets, extranets, or the Internet for production reporting, complex analysis, supply chain management, customer relationship management, or self-service application solutions. 


Incredible Ad Wins for Outstanding Creativity

Innovative Advertisement Recognized by Mobius Advertising Awards



Information Builders' *Incredible* ad, brainchild of the Leo Burnett Technology Group in Boston working with Information Builders, won a Certificate for Outstanding Creativity in the professional services category.

Submitted television, radio, and print advertisements are judged in multiple cities throughout the U.S., both on their own merits and against others of a similar nature. The print ad promoting Information Builders' i-business software solution portrays a construction worker scaling a floating steel I-beam. The photograph of the I-beam represents the letter I in the word Incredible, which is spelled out in the ad.

Founded in 1971, the Mobius Awards receive thousands of entries from around the world and offer the advertising industry the opportunity to showcase its creativity, reward individual accomplishment, and set new standards against which future advertising will be judged. 

That Other Chipmaker

The Time is Right for Web Smart UtzFOCUS

In the highly competitive snack food industry, where the market is driven by price and quality, timing is everything. Utz Quality Foods has become a master of timing. Known for its fresh potato chips, Utz coordinates sales and production of over 20,000 pounds of potato chips an hour, for over 400 routes and 30,000 stores.

But Utz knew they could improve their performance if they better coordinated the

timing between production, marketing promotions, and sales operations. Their sales information was aggregated in lump sums by week, but managers wanted to know how much of a particular product they were selling on any given day, how much into a particular store or chain, at what price, and in response to what promotion.

Information Builders' WebFOCUS helped them put in place a system that allows

managers to go online for all the information they need to analyze current sales – from the smallest details to the big picture. Using UtzFOCUS, Utz is increasing the effectiveness of its sales promotions, improving customer relationships, and growing faster than any of its competitors in its core markets and products.

Read what *BusinessWeek Online*, (www.businessweek.com/magazine/content/01_16/b3728633.htm), has to say about the WebFOCUS/UtzFOCUS application, in its April 16, 2001 article, "Using the Net to Stay Crisp." 🌐

Rudy Gives Gerry Coveted Award



Information Builders founder and CEO Gerald D. Cohen recently received The Mayor's Excellence Award from New York City Mayor Rudolph Giuliani for his quarter-century commitment to the New York and global technology marketplace. This honor is given annually to recognize special members of, and contributions to, New York's science and technology community. 🌐

New WebFOCUS Ad Campaign Launched

Three new print ads take a tongue-in-cheek approach by promoting the steadfast capabilities of Information Builders' WebFOCUS services

First in this series is an ad that features a train conductor (see back cover) pushing strenuously to get an overflowing crowd through the doors of his tightly cramped train... a scene that's typical of the subway system in New York City – which also happens to be Information Builders' headquarters. The caption reads: *If Your Business Intelligence Solution Can't Accommodate All Your Users, Is It Really That Intelligent?*

Another in the trio of ads portrays two English bobbies (elsewhere in this issue) staring in shock at a bus of incredibly small scale. The caption: *If Your Business Intelligence Solution Isn't Completely Scalable, Is It Really That Intelligent?*

The creativity and innovation of this latest campaign showcase Information Builders' work with the Leo Burnett Technology Group in Boston, creators of the *Incredible* series that ran previously (opposite page). 🌐

InfoResponse At Your Service 24-7

Goin' for the Gold ... And Silver

Having trouble meeting project deadlines, keeping project members up to date, and finding the time/resources to track answers to questions that arise? Wish your software vendor could provide support management to help you with the development of applications, projects, and systems... and a lot more?

Information Builders' InfoResponse Gold and Silver Premium programs deliver round-the-clock service tailored to meet customers' unique requirements. Product specialists are on call, day and night, to lend support – when and how you need it!

Contact your local Information Builders Sales branch or check out www.techsupport.ibi.com for more information. 🌐

InfoElite Partners Conference


Information Builders' third annual InfoElite Partners Conference takes place May 20, 2001 at Disney's Contemporary Resort in Lake Buena Vista, Florida. Intensive sessions and hands-on training labs offer the latest product and corporate direction strategies, plus the opportunity to consult with our product managers and division heads. It's also an excellent opportunity for networking with fellow InfoElite Partners. Further details: www.ibi.com/events/summit/partnersreg.html 🌐

Show Me the Money

New Financial Branch Joins Headquarters Office


Information Builders has announced the appointment of Jim Graziano as manager of its newly formed financial branch. The charter for the new branch is to continue Information Builders' growth in the financial industry and to better serve financial customers.

Graziano, who will work out of Information Builders' headquarters offices in New York City, brings over 30 years of industry experience to his new position. Prior to joining Information Builders, Graziano spent 10 years with Bottomline Technologies, where he was the New York City regional manager for major accounts. His responsibilities included sales of strategic financial management software to major New York corporations, including the New York Stock Exchange, Morgan Stanley, Waterhouse Securities, and many others. Before that, he held an array of positions within IBM Corporation for 22 years.

Information Builders has a long history of strong relationships with much of the New York financial community, including customers such as Bank of New York, Chase, Merrill Lynch, and Morgan Stanley. 

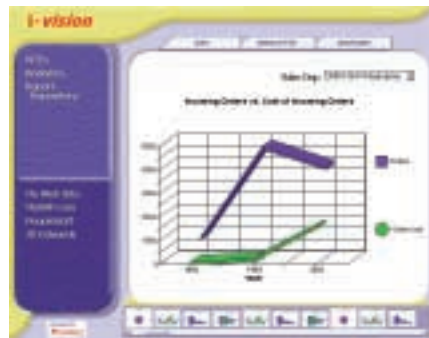
TECH PREVIEW


Driving BI With the WebFOCUS Dashboard

One of the most interesting product enhancements of late is the WebFOCUS Business Intelligence Dashboard. The Dashboard provides end users with the ability to personalize their own view of Business Intelligence information, while simultaneously giving administrators control over their reporting environment. Want to learn more, or pre-register? contact Don Grady at don_grady@ibi.com 

Keep Your Eye On WebFOCUS i-vision for SAP Sales and Distribution Analysis

Information Builders' ERP Solutions Division recently launched WebFOCUS i-vision for Sales and Distribution Analysis – an easy-to-deploy, content-based analytical application for SAP Sales and



Distribution systems. WebFOCUS i-vision for Sales and Distribution Analysis combines sales operations-specific business content, key performance indicators (KPIs), a full suite of pre-developed reports – including reports for sales, sales support, shipping, transportation, billing, and foreign trade – and sophisticated reporting capabilities. This out-of-the-box application instantly satisfies 70 percent of sales operations' intelligence requirements and can be easily customized to meet the remaining 30 percent of user information needs. For the full story: www.informationbuilders.com/press/wf_sap_0306.html 

Boeing Employee Lands Palm VIIx

Information Builders *Magazine* would like to congratulate The Boeing Company's John Griffin – winner of the *Magazine's* most recent subscriber contest and the proud new owner of a Palm VIIx handheld device. Here's what John had to say:



"Thanks so much! It's always a pleasure to deal with Information Builders and now with iWay. The Boeing Company has...always known that Information Builders products provide the most effective and efficient way to report from the legacy systems that are the cornerstone of Boeing's product line. We now are embracing WebFOCUS in

many of our divisions and finding it to be capable and the product for the 21st century."

- John Griffin,
The Boeing Company

PARTNERS IN SUCCESS

Host Analytics recently sold an integrated reporting system built on WebFOCUS to Deloro Stellite Group, Ltd., a global manufacturer of metal alloy and wear resistant components and consumables. The Host Analytics system will replace Deloro Stellite's current infrastructure worldwide, and is expected to save the company a substantial amount of time and money. According to Deloro Stellite's controller Steve Ross, the Host Analytics solution will save three days each month in the closing process. "Complex reconciliation procedures, which used to take days to complete, will now be performed in minutes," said Ross. Visit www.host-analytics.com for more information. 🌐

As an extension of an existing partnership, **AvantGo** will now be able to integrate Information Builders' WebFOCUS Business Intelligence Suite with its AvantGo Enterprise solution. Existing AvantGo Enterprise customers will gain superior manageability and increased functionality with their existing wireless Internet devices. The two companies are also launching a 50-city seminar tour. For the full story: www.informationbuilders.com/press/avantgo_0213.html 🌐

Like Finding Money in Your Rolodex: The InfoElite Referral Program

For a limited time, existing InfoElite Partners will receive valuable credit towards education classes or renewal fees by referring new partners to the program. Plus, the referred partner will benefit from recommending or reselling the industry-leading Business Intelligence technology. Give your Rolodex more than one spin, because InfoElite Partners can receive credit for multiple referrals. Partial credits and cash credits are prohibited. For more details contact Don Grady at don_grady@ibi.com or (212) 736-6250 ext. 4892. 🌐

GILE INTERVIEW - CONTINUED FROM PAGE 13

flexibility and openness into their products will enjoy the greatest success.

IB MAGAZINE - Where do you see Information Builders, based on the picture that you've been painting for us?

GILE - Information Builders now has a singular direction (BI via WebFOCUS), which I think is a good approach to take. Your legacy with the FOCUS product has been enhanced, reengineered, to allow for the most current mechanism both for distribution and deployment of BI technologies. The fact that Information Builders' legacy environment is a programming language implies a discipline. By bringing that same discipline forward and extending it to the ubiquitous nature of the Web, your customers should benefit significantly. 🌐

David Baum is a freelance writer based in Santa Barbara, CA.

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Visit www.informationbuilders.com/magazine where you can search current and past issues for exclusive interviews with industry leaders, perspectives from noted industry analysts, the very latest company announcements, and winning customer success stories.

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EDUCATION

Information Builders Customer Education Update

Customer Education is rife with activity and is pleased to announce these enhancements to our curriculum:

Web-based Training Modules

To alleviate travel expenses and accommodate scheduling constraints, we're developing Web-based training modules that will enable you to get instruction right at your personal workstation. To help us design a curriculum that most closely suits your technical and business requirements, please visit our Web site and complete the simple survey.

Maintain Bootcamp

Gear up for an intensive two-week experience in the trenches. Week one will bring you up to speed on the necessary Maintain language required to complete your mission. During week two,

along with hands-on, highly personalized instruction, you'll be given the opportunity to present samples of your own data for developing a working prototype you can proudly bring back to your company.

Pre-production Classes

Courses developed for new products, or re-written to reflect software updates, will be available to customers at Pre-production phase. Contact us if you would like to be among the first to benefit from this highly anticipated instruction.

To register or for more information visit www.informationbuilders.com/education or call (800) 969-INFO. Or contact the Account Support Representative or Education Account Manager at your local Information Builders branch office. 🌐