

Taking Customers to New Heights

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Presenting enlightening articles on what our customers are doing with our software is what *Information Builders Magazine* is all about. In this issue, we profile Ace Hardware, Utz Quality Foods, The Hillman Group, Air Canada, Commonwealth of Kentucky, and other customers – all of whom have leveraged our technology in unique and innovative ways. Reading their stories reveals tips and strategies that you can deploy within your own organization.

We've also included updates on some of our existing customers. What's significant is how much their BI applications have grown. Administaff's self-service reporting portal supports 100,000 people at 5,000 companies. NASA has developed several new BI applications for its Vehicle Processing Directorate, which supports more than 12,000 contractors. We've also seen steady growth at Ford. Their Global Warranty Measurement System supported about 4,000 dealerships in North America. Now it supports more than 10,000 dealers, and the application has been translated into 14 languages – a very successful global rollout.

Our customers continue to enjoy attention from a number of independent magazines as well, and we're pleased to reprint some of these articles here. One of them is a profile about Arcadia, a U.K. retailer that was featured in *Data Strategy* magazine for its success delivering targeted analytical information to 5,000 users at all of its stores.



As mentioned in our Education Corner section (page 42), good training is one of the things that makes BI initiatives grow. Information Builders' Education Department now offers a program of specific courses leading to "practitioner" and "certified practitioner" status. This helps developers hone their skills and increase their proficiency with BI implementations.

Information Builders' software is designed to access and analyze information from any type of application, database, or computing platform. We're not focused on a particular technology ecosystem, and we will continue to ensure WebFOCUS and iWay are good citizens in the data center. We're here to help you succeed. 🌐