

Frog Analytics, SITAR Technologies and Greenplum Announce Joint Solution to Accelerate Data Warehouse Deployments

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Complete hardware and software solution for business intelligence accelerates speed to ROI for telecommunications and banking customers.

Melbourne, Australia (PRWEB) August 17, 2008 -- Frog Analytics, SITAR Technologies and Greenplum announced a partnership today to deliver pre-configured solutions for the banking and telecommunications markets to accelerate Data Warehouse adoption and the speed at which companies can begin making decisions and driving revenue growth. The "Data Warehouse Accelerator" incorporating Frog Analytics Business Value Configurators (BVCs) is a complete business intelligence and customer contact management solution based on a new conceptual framework for delivering and implementing data driven applications with embedded business IP.

While many new data warehouse projects can take months or even years to complete, the Data Warehouse Accelerator and BVCs solution -- a complete hardware and software solution delivered as an end-to-end solution stack -- allows banking and telecommunications companies to get their projects into production much more quickly and enables their users to leverage their corporate data assets faster. A Frog Analytics BVCs include relevant business content, code, business process information, logical and physical data models, pre-built business dashboards, marketing campaigns, campaign management framework and processes, scripts, creative designs and leadership methods. Mature organisations with components of their analytic stack in place can also benefit through the highly modular BVCs available in various stages of automation, from pre-built to custom-designed solutions.

"Banks and telcos in Australia and throughout Asia are recognizing the value of their data and are looking for fast, efficient ways to create business value from large-scale data analytics," said Fernando Ricardo, CEO of Frog Analytics. "Frog Analytics understands how to accelerate time-to-production by delivering pre-configured solutions for major markets, built on high-performance software and hardware such as Greenplum Database and supported by extensive business expertise."

●● With our long-standing partnership with Frog Analytics and Greenplum, we are able to dramatically impact customers in their go-to-market efforts. ●●

"Many businesses neither want nor need to become data warehouse configuration experts, yet most projects are delivered late because of the general lack of expertise in massively parallel data warehouses," said Maria Correia, CEO of SITAR Technologies. "With our long-standing partnership with Frog Analytics and Greenplum, we are able to dramatically impact customers in their go-to-market efforts."

As an example, if a bank wants to implement a Private Banking campaign management initiative to increase credit card use, Frog Analytics provides a Data Warehouse Accelerator and BVC for Credit Card Use. Once the BVC is loaded, the customer's reference architecture is configured with campaign plans, sales staff scripts, events, behavioural models, t SQL and I CRM configuration code.

"Greenplum partners with top technology companies around the world to bring the highest performing solutions to market," said Vinay Samuel, Greenplum vice president, Asia. "Whether we partner with Sun Microsystems for robust hardware solutions, with SITAR for top-notch integration and services, or with Frog Analytics for well-engineered solutions, our customers benefit from faster time to market and better analytics to guide business and marketing decisions."

About Frog Analytics

Frog Analytics is an innovative new company integrating extensive business IP into pre-built software solutions. Frog Analytics provides its clients with software, business processes and templates that inject and enable their data driven projects with the vital business IP, thereby ensuring success is achieved within the fastest timeframe at the lowest cost. Visit www.froganalytics.com

About SITAR Technologies

Sitar Technologies is a BI/DW technology consulting and technical resource company. Sitar specializes in delivering successful "Lowest cost" Business Intelligence and Data Warehousing outcomes by deploying best in class technology components complemented by a talented team of consultants and partners rich in expertise across the total BI, Data Warehousing and Analytics market, visit www.sitartechnologies.com.au

About Greenplum

Greenplum is a data warehouse database company that has developed the world's fastest, most scalable database software for business intelligence. Designed to handle fast-growing, petabyte-scale data volumes, Greenplum Database enables companies to gain critical insights into their data and extend their competitive advantage in the market at a fraction of the cost of traditional solutions. Greenplum Database powers the Sun Data Warehouse Appliance and is being used by some of the leading companies in the world, including Reliance Communications, Comcast, Skype, AirTran and O'Reilly Media. For more information about Greenplum, visit www.greenplum.com.

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