BBBT Roundup

Information Builders

Twitter:	#infobldrs	@infobldrs
Event Date:	July 12, 2013	
Event Type:	In person Event	
Podcast:	Audio	Transcript
Video:	Event Video	
Press Release:	Press Release	

Company Short Profile:

Information Builders helps organizations transform data into business value. Our software solutions for business intelligence and analytics, integration, and data integrity empower people to make smarter decisions, strengthen customer relationships, and drive growth. Our dedication to customer success is unmatched in the industry. That's why tens of thousands of leading organizations rely on Information Builders to be their trusted partner. Founded in 1975, Information Builders is headquartered in New York, NY, with offices around the world, and remains one of the largest independent, privately held

companies in the industry. Visit us at informationbuilders.com and follow us on Twitter at @infobldrs.

Presentation Topic:

Maximize your Information Capital with Information Builder's Information Management and Analytics Platform

The presentation will inform you about IBI's philosophy and approach to information management and analytics. We believe that information is capital that has to be leveraged and managed to transform organizational culture and align employee, partner, supplier, and customer behaviors for competitive advantage. To that end we are focused on three key technologies: integration, integrity and intelligence. In each area we have competitive advantages. For each are we have an innovation roadmap. This introduction to IBI will be followed by a software demo to clarify all concepts and illustrate our strengths.

Presenter(s):

Mike Corcoran
Senior Vice President, CMO

Peter O'Grady
Service Director, Product Marketing

Mitchell Nitzan
Director Analyst Relations

Rado Kotorov
Vice President Product Marketing

Case Studies:

MasterCard

U.S. Bank

Ford

Pricing Model:

Information Builders pricing is very flexible. We offer CPU/core-based pricing. This essentially provides for unlimited users. We also offer named-user pricing (and where appropriate have provided concurrent user pricing.) There is flexibility moving between models, e.g. a customer could begin with a user-based license and receive full credit to later upgrade to a CPU/core-based unlimited user

license. We offer additional flexibility in that we can provide one time purchases, subscription licensing (i.e. monthly licensing), application-specific licensing, cloud-based computing, lease-buyouts, and other specialized licensing options.

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