

InfoElite Partner Newsletter

Third Quarter 2005

Welcome to the InfoElite Partner Newsletter

Thank you for participating in the Information Builders InfoElite Partner Program. In an added effort to provide better service and support, Information Builders has published this quarterly newsletter as a source of valuable information tailored specifically for our InfoElite Partners.

Kudos!

The following organizations were instrumental in closing business during the second quarter of 2005. We appreciate all your efforts and hard work. Thank you!

- Thomas Management Corp.
- Pichler Computing
- NetVida Marketing
- MVP Consulting

InfoElite Partner Webcast: How to Get the Most From Your Partnership

Date: November 15, 2005

Time: 2:00 PM EST

Presenters: Mike Edwartowski, Channels Alliance Manager and Vanessa Brooks, Partner Program Manager

Be sure to mark your calendars to attend this Webcast. Whether you are a new InfoElite Partner or a long-time veteran of the program, this Webcast will layout key factors for strategizing a successful partnership program for your organization. We will touch on such points as positioning techniques, competitor awareness, campaign/press release creation, and establishing a relationship with your local Information Builders branch office.

We are successful when you are successful!

Summit 2006 in Orlando, FL!

Information Builders Summit 2006 User Conference will be held at the Rosen Centre Hotel in Orlando, Florida April 23-27, 2006.

Summit 2006 will be our most exciting user conference ever, with hundreds of interactive sessions, numerous networking opportunities, and plenty of best practices. Maximize the value of your investments in Information Builders and iWay Software technologies by joining us, and remember to keep checking our [Web site](#) for program updates.

Special pricing for InfoElite Partners to be announced.

Make plans now to attend Summit 2006. You won't want to miss it!

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The NEW InfoElite Partner (IEP) Index

The InfoElite Partner (IEP) Index is a new facet of the InfoElite Partner Program that gives our partners the opportunity to introduce and market themselves to all of our Information Builders offices in the U.S. and Canada. The IEP Index opens the door for our branch managers and sales executives to proactively utilize the services and knowledge of our InfoElite Partners, by making our partners more accessible to branch staff as they pursue prospective customers in the field who may need the expertise that our partners can provide.



In order to participate in this service, we require that you complete the [IEP Profile](#) and submit it to vanessa_brooks@ibi.com. Please be sure to include as much information as possible, as well as a soft copy of your company logo.

Read the InfoElite Partner Spotlight below to see an example of how the IEP Index can benefit your partnership!

InfoElite Partner Spotlight: ResiliEnt Business Solutions, LLC

In late May 2005, Information Builders Sales and Consulting came to ResiliEnt Business Solutions to help fulfill what looked to be a four week extract, transform, and load (ETL) assignment. A major healthcare insurance company in Pennsylvania tri-state area was the Information Builders client in need. The client had just initiated a new project to provide their external customers with Internet access healthcare costs. For example, ABC Company would come in through a Web portal and run a series of reports that would give them summary information regarding their employee healthcare costs. This service is thought to be essential for the client to stay competitive in the marketplace. Further the new online self-service application was seen as a cornerstone of a new and aggressive sales and marketing campaign targeting new clientele with the intent of gaining market share. The client had determined that the new application would be founded on an Oracle data mart populated from operational data.

In what may prove to be a stroke of genius by the Information Builders Sales Rep John Lennon (Philadelphia Branch), or perhaps a moment of incredible forethought by the client – or perhaps both – John positioned and sold iWay Data Migrator to his client in Q1 2005. With a project defined and the tool in hand, it was time to take the wraps off of Data Migrator and put the product to work populating tables for the new self-service reporting application.

Information Builders Consulting, lead by Robert Carson and Tim Weber, coordinated a call to ResiliEnt Business Solutions, knowing that ResiliEnt was just coming off a Data Migrator project for another Information Builders customer in the healthcare vertical, located in Maryland. The expanded Information Builders delivery team, now including John Gogel, lead data warehouse architect for ResiliEnt Business Solutions, began a series of strategy sessions with the client, reviewing and assessing the current project, then consulting on the design of the data mart for the new project. After numerous meetings with the client to present data mart design, use of Data Migrator to facilitate ETL job/job stream development and maintenance, and an enhanced project plan, the original ETL assignment had grown into a formal data warehousing project. In a beautiful example of joint selling and influence, Information Builders and ResiliEnt Business Solutions had expanded the initial project from four weeks for a single resource, to a multi-month project involving three to four developers. The revised scope resulted in a 10x growth factor for the Information Builders Consulting Task Order. Now that's team selling!

The resulting project team lead by Information Builders Consulting's Sarah Winkelvoss is proud to highlight that Information Builders Data Migrator is being used

across a team of three to four developers to compose over 200 jobs to populate over 90 Oracle tables, consisting of over 400,000,000 total data rows. The project is ongoing as of this publication date, and is on schedule and on budget.

Share Your Success

If you have a success story, we'd like to feature you in a future InfoElite Newsletter. Send us a brief description of the customer's challenge and your solution. If you have developed a specialized, industry-specific solution with our technology, we'd like to consider it for an online seminar.



Contact Vanessa Brooks at (770) 677-9954 or Vanessa_Brooks@ibi.com with your story and/or solution.

Information Builders – In the News

- [Trend Spotters](#) – InformationWeek, September 5, 2005
- [An Employee Scorecard Boosts Productivity](#) – destinationcrm.com, September 1, 2005
- [Road to GIS at Mississippi's Department of Human Services](#) – Directions Magazine, August 25, 2005
- [Lloyd's of London Moves to Operational Reporting](#) – Business Intelligence Pipeline, August 25, 2005

Recent Press Releases

- [Ventana Research Evaluates Two Information Builders Customers' Ultra-Large-Scale Business Intelligence Applications](#)
- [iWay Software Receives Integration Consortium Award for Excellence](#)
- [Independent Research Firm Ranks Leading Business Intelligence Offerings in New Industry Survey](#)
- [Information Builders and ESRI Alliance Maximizes Decision-Making Capabilities of Both Enterprises and Government Agencies](#)

Technical Tidbits and Techniques

- [ReportCaster Enhancements in WebFOCUS 7.1](#)
- [Taming SAP \(BW\) Metadata With WebFOCUS 7.1](#)
- [Pop-Up JavaScript Messages in Maintain](#)
- [Linking Dashboard Toolbars to Web Pages](#)
- [Drilling Down From a Managed Reporting Procedure to a WebFOCUS Server Procedure](#)



Technical Information and Resources

As always, our [technical support](#) site is available 24/7, and feel free to utilize our interactive WebFOCUS developer network, [Focal Point](#), as well.

Access to PartnerWeb!

All the information you need to engage with Information Builders (or iWay Software) is available online: collateral, presentations, technical documentation, education, and tech support.

If you have not taken a moment to access PartnerWeb to receive your new ID and password, please do so and feel free to invite everyone in your organization who

benefits from the information to set up their own account.

To receive your new ID and password:

- 1) Log onto: partnerweb.informationbuilders.com or partnerweb.iwaysoftware.com
- 2) Click on "Request An Account"
- 3) Fill in your e-mail address and a password will be assigned to you

User Groups

Maximize the potential of your Information Builders' products and services by participating in your local user group. Visit our [user group site](#) for information on how to locate or start your own user group.

User Group Speaking Slots: If you would like to be a speaker at one of our User Group Meetings, please forward an e-mail to vanessa_brooks@ibi.com with an overview of your presentation topic.

On-Demand Seminars

Our [online seminars](#) help you quickly and easily learn how to immediately deliver reliable information to unlimited numbers of users – whatever your infrastructure, whatever their demands.

Workshops

Join us at our free hands-on workshops optimized for:

- [Developers and Power Users](#) – Use GUI tools to build a Web reporting application quickly and easily that delivers information not only as Web pages, but also as desktop documents such as spreadsheets
- [Business Users](#) – View, customize, and create your own dynamic reports, and solve business problems in real time using easy yet powerful analytical techniques
- [iWay Users](#) – Convert transactions into XML format, perform data-level transformations, access back-office systems via SQL and RPC access, and wire it all together in support of new business processes



Partnership Benefits

Every InfoElite Partner is entitled to certain partnership benefits. If you haven't already done so, be sure to take advantage of the following:

- [Certification](#) – Partners may become certified by passing an online exam. A curriculum of standard courses is provided at a discounted rate.
- [Partner Directory](#) – Partners may list their company and services in Information Builders' Partners Directory, a resource on our Web site that is available to both customers and prospects.
- [PartnerWeb](#) – Access is provided to Information Builders' secure, partners-only extranet, where you'll find helpful collateral, white papers, and much more.
- [Logo Usage](#) – Obtain the license and then add the Information Builders' logo to your Web site and collateral.
- [Marketing Resources](#) – We will supply you with marketing collateral and corporate demos to assist you in presenting products to Information Builders' clients.
- [Partner Conference](#) – A partners-only day of events and activities targeted to the special needs of partners, held in conjunction with Information Builders' annual user conference, Summit.
- [Subcontracting Agreement](#) – Partners may sign an agreement to provide services in Information Builders-managed projects.




- [Marketing Communications](#) – Partners are constantly updated on the latest developments in our products, company, and program. Communication takes the form of e-mail updates, partner-specific Webcasts, and quarterly partner-oriented newsletters.
- [Education and Training](#) – Take advantage of your 40 percent training discount. We offer a complete range of courses on all Information Builders products, including WebFOCUS, FOCUS, and iWay. Be sure to check out our complete listing of courses, customized and personal training programs, certification programs, passport programs, and more.

Reciprocal Link Program

Need more traffic driven to your Web site? Want targeted prospects in your area to find you easier? Then we invite you to establish a [reciprocal link](#) with us free of cost.

Give Us A Call!

The InfoElite Partnership Program is a growing success as we continue to increase our partnership participation. Because of this tremendous growth, we have not been able to communicate with you as often as we'd like, so please don't hesitate to give us a call. We would love to hear from you to see how you are doing and determine how we can make your partnership with Information Builders a rewarding experience. 

Vanessa Brooks, Partner Program Manager, (770) 677-9954, or vanessa_brooks@ibi.com.

If you have received this message in error, or do not wish to receive future messages from Information Builders, please send a blank e-mail to takemeoffthelist@informationbuilders.com

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