

PRESS RELEASE

Press Enquiries:

Mary-Ann Williams

Reference:

3531

Date:

10 February 2011

If you would prefer to receive press releases in plain text, please [click here](#)



UBIFRANCE Press Office in London – for immediate release

10/02/11 CLICDATA's INFINIS business intelligence software solution simplifies data analysis

INFINIS is part of a new breed of business intelligence software that allows users to analyse data and to easily create dashboards independently of IT-support departments, whilst simultaneously delivering superior performance at four times the speed, and for a third of the cost of traditional software.

Now, more than ever, companies need to understand and track the development of their businesses. INFINIS allows department managers (particularly in the fields of finance, risk, quality, marketing and sales) to perform their own data analysis and identify trends, opportunities, risks and discrepancies, as well as to monitor the progress of projects through the creation and publication of attractive dashboards and indicators.

INFINIS was created by experienced business intelligence and IT professionals who demonstrated how the bottom line of their former employer (a €10 billion-revenue leader in its field) could be improved, through improved data analysis and data management, to outperform its competitors.

There are three main limitations that have prevented analysis solutions from advancing until recently. INFINIS provides answers to each of these issues.

Firstly, INFINIS greatly reduces deployment time down to typically 28 days (the industry average is 187 days, or 82 days for the fastest competitor for projects of a comparable size). This is because INFINIS loads and links data in a more efficient way. The result is that IT and business managers spend only a fraction of the time and money usually needed to get their analytics solutions up and running.

Secondly, INFINIS allows for greater accessibility. With this solution, business users can immediately start analysing and producing dashboards by themselves. INFINIS users can get started in seconds on even the most complex analyses. For example, a new data source can be

added immediately, while it has often taken hours, or even days in the past.

This means that with INFINIS, business intelligence is no longer reserved for management controllers and developers.

Thirdly, business users can easily find and combine data and therefore spend more time on analysis. This makes analytics a faster and more enjoyable process, and this approach can be applied to every business user to enable them to make more informed business decisions.

With INFINIS, the business user, the IT department and the company can have it all: rapid deployment, immediate, powerful analysis, and easy-to-produce dashboards – all for a low cost.

Furthermore, INFINIS can be used collaboratively by teams to make better decisions every day, without the need for high-paid consultants or other external professionals.

About ClicData

ClicData is a France-based technology company, which provides software solutions to global customers.

INFINIS is one of ClicData's software solutions. INFINIS connects company resources to the internet in order to retrieve databases, spreadsheets, text files, web sites, images, videos and blogs. The software finds and manages data in internal and external data sources, and creates a space where this data can be easily viewed and used.

For further information, please go to: www.clicdata.com

For further information, please contact :

Ms Mary-Ann WILLIAMS - Press Officer

UBIFRANCE Press Office in London

SW1Y 4SP

Tel: +44 (0) 207 024 3640

mary-ann.williams@ubifrance.fr

View other press releases at :

www.ubifrance.com/uk

Note to Editors

***Copyright** — The UBIFRANCE Press Office in London is waiving its copyright on the content included in this press release, which means that recipients are free to reproduce, modify and circulate it if they wish to do so and as far as copyright law is concerned. If a given publication such as a trade magazine (to which the Press Office subscribes) goes ahead and publishes an article on the basis of this press release, we would like to be informed so as to retrieve the published material, and so as to be able to send it to our client company/entity in France (i.e. the company/entity that provided us with the information contained in the press release in the first place). We keep a printed copy of the published material in the relevant file in our office, and a second copy may infrequently be kept in a press-book that may be shown to potential clients when they visit the Press Office. Other than that, a single scanned copy is sent electronically to the client/entity in France (or, more rarely, a single printed copy is sent by post). This is important to*

us and to our clients. By reproducing material/content that the Press Office sends to a given publication, the recipient (i.e. the publisher and/or editor) is deemed to have agreed to the limited and legitimate use of the published material — in return and in due course — by the Press Office, as described above. If the recipient of this press release objects to the potential limited re-use of his (her) published material by the Press Office (as outlined above) in the name of his (her) copyright, the said recipient should inform the Press Office as soon as possible, and the director of the press bureau will contact the publication concerned by return of email (contact.ftpb@ubifrance.fr), which will be followed up with a telephone call and/or a letter in order to try to find a compromise that would be acceptable to both parties. The Press Office seeks to comply fully and actively with copyright law in all its aspects within the United Kingdom and as per European Union laws and regulations.

Embedded images — For journalists and editors who need the pictures embedded in one of our press releases, it is very easy to retrieve them. What you need to do is as follows: within the body of the press release, left-click on the picture; this should magnify the image to a size that is directly usable; then, right-click on the magnified picture and choose the 'Save As' function; finally, save the magnified image as a JPEG file on the hard disk of your computer, giving it the name that you wish to use in connection with the story concerned. If you have any problems with this procedure, do not hesitate to give us a ring. It is always possible for the Press Office to send you JPEG pictures as attachments in an email upon request. Thank you.

Reader responses — Please advise us of publication of this press release and continue to send reader responses to the Press Office. This is the only way we can ensure the follow-up is done efficiently.