

PRESS RELEASE

Fillmore Technologies and Birst Form Alliance to Increase Business Profitability through Greater Operational Efficiency

Partnership Combines Birst's Advanced Analytics with Key Business Processes to Improve Day-to-Day Decision-Making and Insight into Operational Performance

San Diego and San Francisco, Calif. – April 14, 2009 — Fillmore Technologies, a team of experienced professionals with in-depth expertise in the automation and management of critical business processes, and Birst, a leading provider of on-demand solutions for business intelligence and analytics, today announced a new alliance to help companies increase and evaluate operational efficiency. With the greater operational insight provided by Birst, Fillmore Technologies clients can now make better daily decisions and easily measure how those decisions improve business results.

“Employees around the world make millions of operational decisions every day, and the impact of those decisions adds up,” said Kevin Farrell, President, Fillmore Technologies. “With the information and analysis provided by Birst, we’re helping companies make accurate, fast, fact-based decisions. We’re also helping managers and executives evaluate operational performance and identify areas for long-term business process improvement. With Birst, our clients can easily drill down to help the employee on the street, or pull back to take a look at the big picture.”

Fillmore Technologies assists clients competing in today’s uncertain economic climate by creating highly efficient, dynamic business processes that recognize and quickly respond to changing market demands and new opportunities. This expertise, combined with the insight provided by Birst’s flexible business intelligence solution, helps clients increase profitability through better decisions made at lower cost. Using Birst’s highly scalable, on-demand solution, clients can improve performance in a fraction of the time, and at a fraction of the cost required by traditional analytics applications.

“Fillmore Technologies has an incredible ability to take any business process and make it better, faster, and more efficient,” said Randi DiPrima, Vice President of Global Partners, Birst. “Now, the people involved in those processes will have the information they need to make better decisions. This partnership brings together superior business processes and Birst’s easy-to-use, easy-to-access analytics—exactly what companies need to maximize their success.”

About Fillmore Technologies

Fillmore Technologies is a leading systems integration firm specializing in performance management and business process management. The strength of their reputation is built on the success they deliver to clients and the quality of their solutions. With over 15 years

of experience, Fillmore's clients come from many different industries such as: insurance, financial services, and manufacturing throughout the US, Canada, and Europe. Fillmore is headquartered in San Diego, CA. For more information please visit www.fillmoretech.com.

About Birst

Birst™ is the leading provider of on-demand business intelligence solutions. Birst brings the benefits of fact-based decision-making to a much broader audience by making it affordable, fast, and easy to use. Birst is designed to support users of all sizes—from individuals to groups and entire companies, so that everyone can benefit from greater insight into their business.

Learn more at www.birst.com. Learn more about the [Birst Partner Program](#) at www.birst.com/partners.

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