



Press Release

For Immediate Release

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Apprise Software Launches Next Generation Business Intelligence

Apprise Business Intelligence Gives Consumer Goods Companies a Comprehensive Executive Dashboard, Associative Tools That Reveal Relational Data, and Social Tools That Improve Collaboration

BETHLEHEM, PA, March 20, 2012 — The next generation of business intelligence (BI) is now available for global consumer goods companies. Taking traditional business intelligence to the next level, Apprise Software, developer of Apprise® ERP for consumer goods, recently launched its newest BI platform that gives users mobile, social and associative tools that provide powerful BI for the enterprise. Built on HTML 5, and optimized for mobile and tablet users, Apprise® Business Intelligence includes an executive dashboard that gives users a single view of key performance indicators (KPIs) across the enterprise. Collaboration tools make it easier to share insights and speed decision making.

Apprise Business Intelligence offers mobile and tablet users a touch-friendly screen. Desktop, laptop and mobile users gain rich, colorful graphics for a more robust and user friendly BI experience. Users can now see data connections — on sales and operational performance issues — across the entire consumer goods supply chain, in an entirely new way.

“Traditional BI provides great tools to understand sales and SKU data,” said John Weber, director – product development. “With the addition of associative and social sharing tools, our customers have an even more robust engine to understand business opportunities, and problems, related to the operational side of the consumer goods supply chain. And social tools help users collaborate by sharing data that helps launch meaningful conversations that drive faster decision making.”

Apprise Business Intelligence includes powerful filters and search functionality to mine relational data. So users can discover a broader data set for deeper connections to problems, and opportunities, in the supply chain. And the executive dashboard gives users a quick snapshot of results with easy drill down to more extensive data.

“In life and business, you don’t know what you don’t know,” said Jeff Broadhurst, president. “If you’re using old style BI solutions, you have to ask the right questions to unearth the right data. Associative intelligence changes that, because you can pose a query, search, or filter for information and Apprise Business Intelligence shines a light on data that may have previously been in the dark. And the executive dashboard lets you see it all in one place.”

Available in Apprise 7.4, Apprise Business Intelligence is fully integrated into the Apprise ERP solution. Full integration means data is pulled globally from throughout the enterprise, which can reveal critical metrics on inventory, productivity levels, cash flow, bottlenecks in the pipeline, cost overruns, and other issues. Business users also benefit from *what if* scenario tools. Users simply plug in projections, and the executive dashboard dynamically updates to show the business impact of decisions.

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Since 1984, Apprise ERP has given consumer goods companies a single, integrated solution that is dynamic and powerful enough to manage the entire consumer goods supply chain. Developed, implemented and supported by Apprise Software, the enterprise resource planning (ERP) and supply chain management (SCM) company provides fully integrated and singularly focused solutions for importers, manufacturers, and suppliers of consumer goods that sell to mass merchants and independent retailers.

About Apprise Software

Apprise Software has been providing integrated enterprise resource planning (ERP) and supply chain management (SCM) solutions to global consumer goods companies for more than 25 years. The company offers global support, professional services, programming and other services through its headquarters in the US, and global offices in China, Korea, Australia, Czech Republic and the Netherlands. Leveraging the latest technologies – such as Microsoft® .NET, wireless warehouse solutions, RFID, cloud and iPad applications, along with industry best practices, our solutions deliver reduced costs, improved efficiencies, enhanced revenues and profitability, and a quick return on investment. For more information, visit www.apprise.com.

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