DRESNER USER-BASED MARKET STUDY RANKS DIMENSIONAL INSIGHT THE #1 BUSINESS INTELLIGENCE EMERGING VENDOR

Rankings Based on "Wisdom of Crowds" Gives Users a Voice in BI Vendor Ratings

BURLINGTON, MA – APRIL 26, 2010 – Dimensional Insight, a leading independent provider of dashboard, reporting and analytics software and services today announced that it has been recognized as the leading Business Intelligence Emerging Vendor according to a recent independent market study conducted by Dresner Advisory Services, LLC. The "Wisdom of Crowds" Business Intelligence Market Study ™ was created as a way to give a voice to those actually using business intelligence (BI) solutions through "crowds-sourcing" creating a new and different perspective for measuring BI vendors and products in the market. The study revealed that massive BI deployments appear to be on the decline in favor of individual, departmental and smaller enterprise solutions. From the findings, Dresner concluded that even though IT continues to play a dominant role with BI, business users are growing in influence and more likely to purchase BI solutions than before. The market segment alignment results indicated that business users favored "Emerging" BI vendors over "Pure-play" or "Titan" vendors.

"This is a completely unique and forward-thinking approach to delivering vendor rankings to the marketplace. The best way to see if a particular BI vendor will have the ability to meet the information needs of your organization is to ask those that are actually using it. This survey revealed some telling insights about the current state of BI deployments and has distinguished those vendors that have consistently delivered value to the customers they serve," says Howard Dresner, President of Dresner Advisory Services and author of the study.

The Dresner market study was based on an online survey and open for input to any valid users with first-hand BI vendor and product experience. Survey criteria included: sales/acquisition experience; value for price paid; quality and usefulness of the product; quality of technical support; quality and value of consulting services; and whether the vendor is recommended. The survey was aggressively publicized through key publications and social media sites such as Twitter, LinkedIn and Facebook. More details on the report can be accessed at www.business-intelligence-study.com

"This distinction of being chosen the number one emerging BI vendor in Dresner's study is important to us because it is based on direct user feedback," said Lauren McCollem, Director of Marketing at Dimensional Insight. "The fact that so many business users voted for The Diver Solution validates our ability to service enterprise BI needs at all levels. We have always been a customer-driven company so to have our customers give us top marks on the value-based survey criteria means we're delivering on our main corporate objective." Dimensional Insight's solution set received the highest overall score in the study, beating out industry titans such as Oracle (NasdaqGS: ORCL), SAP/BO (NYSE: SAP), and IBM/Cognos (NYSE: IBM) as well as established pure-play BI vendors like Information Builders, Microstrategy, and Actuate (NasdaqGS: ACTU). A complimentary copy of the report can be found at www.dimins.com.

Dimensional Insight's highly integrated business intelligence suite, The Diver Solution, streamlines the development of role-based performance dashboards, scorecards, key performance indicators (KPIs) and actionable reports within an organization. Dramatic visual-based analysis capabilities make it easy for users to access, share and act on information. Unlike other BI solutions, The Diver Solution does not require high demands on IT staff to build, integrate, deploy or maintain, allowing rapid time-to-value. It enables organizations to quickly integrate disparate data sources into a single Web-based view to speed the decision making process for end-users and improve performance system-wide.

ABOUT DRESNER ADVISORY SERVICES

As president and founder of Dresner Advisory Services, Howard Dresner is one of the foremost leaders in Business Intelligence and Performance Management, having published two books on the topic, including his most recent title: *Profiles in Performance – Business Intelligence Journeys and the Roadmap for Change* (John Wiley & Sons) A veteran market analyst, prior to his current role Howard was a Research Fellow and lead BI analyst for 13 years at Gartner. Visit www.howarddresner.com for more information.

ABOUT DIMENSIONAL INSIGHT

Dimensional Insight, www.dimins.com, is a leading privately held company specializing in the development of business intelligence solutions. It offers a comprehensive set of BI capabilities ranging from data integration and modeling to sophisticated reporting, analytics, information portals and dashboards. Founded in 1989, Dimensional Insight has more than 2,600 customers and over 50 partners throughout the Americas, Europe, Asia, Africa and the Middle East. DI was also recognized as the "Category Leader in Business Intelligence/Reporting" in a 2009 report by KLAS, an independent research firm. Follow DI on Twitter http://twitter.com/DI_tweet.

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