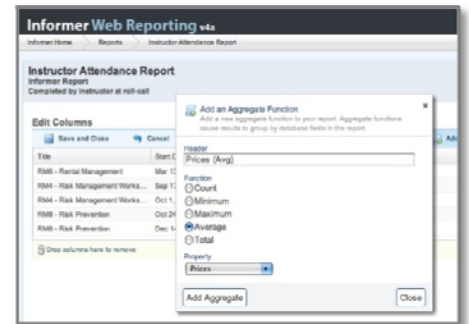


Informer™ Partner Program

Increase Sales Revenue, Strengthen Your Product Offering & Meet Market Demand with Informer

Deliver Web-based Data Access To Your Customers

For over a decade, Entrinsik's database reporting and analytics software and services have enabled organizations worldwide to maximize performance and improve bottom lines by tracking, understanding, and managing information. By delivering instant, up-to-the-second data access, Informer™ Web Reporting provides organizations with unprecedented operational reporting capabilities, making full use of their data without the need to set up and manage a data warehouse.



Informer incorporates powerful analytics including information drill downs, interactive sorting & grouping, aggregate data analysis and dynamic charting

Why Partner With Entrinsik

Partnering with Entrinsik enables solution providers to achieve greater market exposure and expand their business and revenue opportunities by delivering a powerful, proven, intuitive web-based reporting solution to their customers.



Entrinsik partners with a number of solution providers to deliver market-driven solutions that leverage the latest technology and allow Partners and end users to realize significant benefits with a quick ROI.

Partnership Levels

Partnership levels range from simply referring qualified customers and prospects in your industry to a completely integrated solution:

- **OEM** - integrate Informer directly into your own product offering for commercial resale
- **Reseller** - drive license revenue through the resale of Informer software
- **Referral** - identify Informer sales opportunities and refer qualified leads to Entrinsik sales team

"Informer is able to perform real-time extraction of our live data significantly faster than we were able to in the alternative solutions because it does not have to move individual records to a data warehouse or cube. Best of all, the data is always accurate and up-to-date because there is no batch process to wait for".

-- Jeff Jones, Institutional Research Coordinator, Fresno Pacific University

"Informer provides us with a feature-rich reporting solution for our Public Housing Authority customers, like the San Francisco Housing Authority, providing access to information when and where they need it. We researched other organizations offering reporting tools for UniVerse and UniData databases and identified the clear leader within the space was Informer."

-- Greg Clarke, Director of Technical Services at Progenixx, Inc.



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Partner Profile

Industry

Software and services for not-for-profit organizations.

Challenge

APT Solutions Ltd recognized a market need in the UK for a powerful, easy to use web-based reporting solution to serve organizations that rely upon member data to help forecast trends and formulate revenue-generating strategies. However, the company's proprietary software lacked a web-based reporting component to enable customers to quickly access data when and where they needed it.

Solution

After researching available reporting tools, APT partnered with Entrinsik to offer Informer Web Reporting as a key value add to their Member Management software offering. Informer, a web-based, feature-rich reporting solution that natively pulls membership data from the database, offered APT the powerful reporting functionality customers were looking for with fast, easy access to accurate, up-to-the-minute information.

Results

Informer complemented APT's solution offering and provided the company with sales opportunities that otherwise may not have existed. APT has not only generated sales revenue with Informer, but they've also realized a tremendous opportunity to better serve existing clients.

About Entrinsik

Entrinsik's database reporting and analytics software and services enable organizations to make informed business decisions that enhance performance and improve bottom lines. With thousands of users across various industries worldwide, Entrinsik's Informer™ Web Reporting solution is an industry leader in real-time data delivery — anytime, anywhere, from one intuitive interface. The March 2009 release of Informer combines Entrinsik's 25 years of industry expertise with the latest web tools and technology to deliver an easy-to-use operational reporting solution that securely extracts data, performs analyses, and generates reports from multiple databases without the need for data warehouse management. The company, founded in 1984, is headquartered in Raleigh, NC.

For a demonstration of Informer or a free trial, call us today at 888-703-0016 or email us at sales@entrinsik.com.

Informer Partner Toolkit

As an Entrinsik Partner, you will have access to the Informer Partner Toolkit, enabling you to minimize integration time and deliver customized versions of Informer to your customers. The VAR Toolkit represents a suite of tools enabling seamless integration with your core offering.

Working with our team of engineers, we can assist you in modifying Informer's look and feel and system behavior, supporting features like single sign-on, custom result filtering, pre-packaging the deliverable with known quality reports and other Informer objects, and many others.

For More Information

Contact us at partners@entrinsik.com or call 888-703-0016 to see a demo of how Informer can add value to your solution offering and learn how other Partners have integrated Informer into their solution offering. And visit www.entrinsik.com/webinars to see how end users benefit from integrated, web-based, next generation approach to reporting.

"Informer significantly enhanced our overall product offering, which is particularly valuable in today's competitive sales climate. With Informer, we give our clients easy access to their data, which means improved revenue streams for their organizations. In return, we've gained unprecedented advantages in the marketplace and very happy clients."

-- George Land, Chairman
APT Solutions Ltd.



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