

## **ADVIZOR® 5.4 Now Available.**

### **Data Analysis and Discovery is now Faster and Easier than Ever.**

CHICAGO, IL – April 2, 2009 – ADVIZOR Solutions® today released version 5.4 of its business analysis and data discovery software suite. Built on world class data visualization, in-memory-management, and predictive analytics, ADVIZOR empowers business people to understand and analyze information without relying on others to prepare or interpret the results.

“Our customers keep telling us they are not getting what they need from their current Business Intelligence solutions,” says Doug Cogswell, President & CEO of ADVIZOR Solutions. “The answer is not 800 reports or OLAP cubes or some complex query environment – these are not flexible and are too difficult for most people to use. We deliver a simple and effective interface that everyday business people can use to analyze data on their own and make decisions.”

ADVIZOR’s products are designed for point-and-click ease of use and do not require specialized IT training. ADVIZOR can simultaneously tap into nearly any data source from the desktop to the enterprise in order to create powerful interactive dashboards powered by its patented Visual Discovery™.

The 5.4 release includes substantial enhancements in the following areas:

- Data Visualization for Everyday Business People. ADVIZOR’s leadership position in Data Visualization makes it easy for people to see patterns and trends in their data. This 5.4 release builds on this strength with customer suggested feature additions to the ADVIZOR family of 15 data visualization charts.
- World-class Predictive Analytics Algorithms. ADVIZOR’s Predictive Analytics algorithms have been updated to make it even easier for everyday business people to use advanced multi-variant regression to understand what matters most in their data. Predictive analytics, combined with ADVIZOR’s visual discovery™, create a unique and powerful data analysis and discovery capability.
- Advanced Metrics Calculations. ADVIZOR has expanded its Expression Builder to include (1) multiple factor numeric computations, (2) full string manipulation capability, (3) handling of “null” fields, and (4) additional conditional and logic functions. These capabilities allow the end-user to create a wide variety of calculated metrics, filters, combined fields, and table normalization across multiple tables without going back to IT to alter the source tables.
- Next Generation In-Memory Technology. New ADVIZOR technology has led to improvements in loading and storing data in-memory, from 1 spreadsheet to 50+ database tables. As a result, 5.4 will load and run large projects up to 2.5x faster, and take 30-40% less memory space, than prior products. These improvements apply to both 32 and 64 bit systems.
- Full 64 Bit Support. 5.4 includes a full 64 bit port of both the client and server products. This allows ADVIZOR to take full advantage of expanded memory capacity and address space on 64 bit Vista PCs, as well as 64 bit Windows Server 2003 and 2008. This capability allows ADVIZOR to handle even larger projects with many more concurrent users.
- Datapool Visualizer. The new Datapool Visualizer uses ADVIZOR visualization charts to help an ADVIZOR author tune an ADVIZOR project to make the most efficient use of available memory.

ADVIZOR 5.4 is available today – see [www.advizorsolutions.com](http://www.advizorsolutions.com) for more details.

**About ADVIZOR Solutions<sup>®</sup>, Inc.**

ADVIZOR Visual Discovery™ software enables everyday business people to make better and faster fact-based decisions from their business data. Built on patented visualization and in-memory-data-management software spun out of Bell Labs Research and world class predictive analytics, ADVIZOR empowers business people to understand and analyze information without relying on others to prepare or interpret the results. ADVIZOR enables this through:

- Simple and clear visual display;
- Easy ad-hoc interaction and analysis with a mouse;
- Flexible thick and thin client deployments; and
- Tight integration with common databases and office tools

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**For more information, please contact:**

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