



HSME, Hyperion Middle East Distributor, participates in Enterprise Performance Management event

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Sponsors the highly intensive 5-day EPM Seminar targeting business and financial directors, managers, planners, strategists and analysts

PR9.NET June 12, 2006 - Dubai, United Arab Emirates: HSME, the Regional Distributor of Hyperion Solutions in the Middle East, announced that they are participating in the highly intensive five-day Enterprise Performance Management (EPM) Seminar designed for business and financial directors, managers, planners, strategists and analysts, to help them become familiar with the core techniques of enhancing over-all performance in their companies. The seminar, which is organized by the Institute for International Research (IIR), is being held at the JW Marriott Hotel, Dubai from June 10 – 14, 2006.

Commenting on their participation at the EPM seminar, Hisham Malak, Channel & Marketing Manager of HSME said, "Enterprise performance is the main focus in business today. Hyperion is the global leader in Business Performance Management (BPM) software and a leading provider of Business Intelligence (BI) solutions. An event like the EPM seminar helps us address the growing need of business performance management solutions, which have emerged to be critical to business success. We are happy to be a part of this event as a sponsor and look forward to meeting our existing and potential customers."

"At this event, Hyperion is also showcasing its market leading offerings in Business Performance Management such as Planning, Financial Management, Strategic Finance and Performance Scorecarding," Malak added.

Hyperion was declared the global leader in Business Performance Management software as per the latest IDC report which gave Hyperion a market share of 21% in this area which is more than double that of its closest competitor. Hyperion has been serving the banking and finance industry for over two decades. More than 10,000 customers, including over 1,000 global Financial Services companies, 93% of the Fortune 1000, 10 out of 10 of the world's largest banks and 77% of the Global 500 banks, rely on Hyperion software to translate strategies into plans, monitor execution and provide insight to improve financial and operational performance.

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About Hyperion

Hyperion Solutions Corporation is the global leader in Business Performance Management software. More than 10,000 customers rely on Hyperion software to provide visibility into how their businesses are performing and to help them plan and model to improve that performance. Using Hyperion software, customers collect data, organize and analyze it, then communicate it across the enterprise. Along with the industry's most comprehensive and flexible set of interoperable applications, Hyperion offers the leading Business Intelligence platform optimized to support Business Performance Management solutions. Named one of the FORTUNE 100 Best Companies to Work for (2004), Hyperion serves global customers in 45 countries. A network of more than 600 partners provides the company's innovative and specialized solutions and services.

About Oak Company

Oak Consulting is a UAE Based Public Relations company specialising in IT and Business PR

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