



# Hyperion's Global Roadshow Wraps Up In The Gulf Region

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*The global leader in Business Performance Management software used the roadshow as a platform to educate customers and channel partners on the features and benefits of its Business Intelligence (BI) and Business Performance Management (BPM) offerings.*

PR9.NET March 28, 2007 - Dubai, United Arab Emirates: Hyperion today announced that the Middle East Leg of Hyperion's global roadshow was a great success. The road show which took place in Bahrain, Dubai, Riyadh and Kuwait received great response from Hyperion's customers and partners in the region. During the road show, senior executives from Hyperion shared the latest market trends, development and challenges and what Hyperion is doing to meet those emerging requirements.

Speaking on the road show, Mr. Hisham Malak, Channel and Marketing Manager at HSME, Hyperion's Middle East Distributor, said, "The Hyperion 2007 road show received great response from all the Gulf countries. The road show targeted senior IT, Finance and Business decision-makers and highlighted the importance of business intelligence and business performance management to the success of their organization. The seminar also helped delegates understand the changing nature of BI, explained how the combination of financial and operational data into a single BI system can drive company performance and unveiled the latest innovations in delivering analytical insights to users anytime, anywhere."

"Mr. Etienne Viellard, EMEA Product Marketing Director BI at Hyperion was the main speaker for the roadshow and shared with the audiences the latest developments in the BI space, the latest positioning of Hyperion in the BI and BPM space and how Hyperion is the perfect partner to serve current and future market needs. One of Hyperion's prominent regional customers from the Oil sector –Joint Operations- joined us for this event to share their experiences and demonstrate how Hyperion has been able to help them overcome their challenges," Mr. Malak added.

The seminar covered the following topics:

- BI Standardization and Fragmentation
- The New Criteria for BI Effectiveness
- Information Production: Analysis and Insights, Combining operational and financial information, Past, present and future perspectives
- Information Management: Data Transparency, consistency and quality
- Information Delivery: More effective reporting for today and innovation for the future.
- Joint Operations: Turning BI into a Competitive Advantage
- Business Performance Management: Insights & Perspectives.

The Hyperion BI road show took place at the Radisson SAS in Bahrain, the Dusit in Dubai, the Sheraton in Riyadh and the Sheraton in Kuwait. The seminar was attended by senior decision-makers, IT Managers, Finance Mangers from different verticals and Hyperion's channel partners in the region. The Hyperion Global Road show in the Gulf region was a great success and Hyperion is looking forward to organizing many such niche events for its customers in the near future.

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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. Hyperion offers the industry's only Business Performance Management solution that integrates financial management applications with a business intelligence platform into a single system.

## About Oak Company

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

**Phone:** +00971507343840  
**Website:** <http://www.oakconsulting.biz>  
**E-Mail:** [nimi@oakconsulting.biz](mailto:nimi@oakconsulting.biz)  
**Address:** P.O.Box 39261, Dubai, UAE

