



Bitam Version G6 Sets Bar For Enterprise Performance Management

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Bitam provides Enterprise Performance Management solutions that offer Business Intelligence, Business Performance Management, and Financial Planning & Analysis functionality.

PR9.NET February 21, 2008 - Tampico, Atlanta & Madrid – Bitam, a Software 500 Company and global provider of Enterprise Performance Management (EPM) solutions, including Business Intelligence (BI), Financial Planning, and Strategic Planning, announces G6 (Generation 6), a comprehensive upgrade to the company's flagship software that continues to deliver more capability and innovation in every release. Bitam G6 delivers "Knowledge Intelligence" that empowers users to strive for more than just greater accuracy and effectiveness in the decision making process; it creates understanding of how their decisions influence others and impact the company as a whole.

With the "You Drive" interface, which offers a new level of control, performance, speed, accountability, accuracy, and analytical maneuverability, Bitam G6 customers gain strategic insight and visible accountability that drives excellent and timely decision-making. Bitam G6 incorporates more baseline BI capabilities than other vendors. Hallmarks of G6 include multi-platform functionality, combined dashboard and visualization tools, higher usability with correspondingly higher user acceptance rates, and extraordinary value.

"Bitam G6 features all the tools needed to deliver exceptional reporting, analysis, monitoring, budgeting, forecasting and consolidation capabilities," said Hector Marquez, CTO at Steelscape, Inc., a company using Bitam's solutions since 2005. "Having a platform that offers, besides all of that, a knowledge base that allows you to better manage the projects and to learn while you act is a great capability that makes the difference for an Enterprise Performance Management solution."

"Bitam software solutions for BI and EPM offer a triple play of positive economics, multi-platform capability, and twice the industry's user adoption rate," said David Abdo, CEO of Bitam. "To those benefits, Bitam adds low entry cost, quick implementation, high return, and comprehensive functionality."

The software includes standard sets of business measures, managerial and operational, for departmental-based planning, goal-setting, portal and dashboard creation, reporting, queries, or alerting. Bitam software lets departments or whole companies create operational dashboards that incorporate business metrics and KPIs for visualizing actual performance against plan with graphs, charts, or custom presentation of the data. End user customization reduces time for development and increases user satisfaction. "Knowledge Intelligence™" gives users intelligence with one-click access for usability and executive value using a combination of dashboard, scorecard, and visualization tools.

Bitam is unique in offering this complete, tightly-integrated Enterprise Performance Management (EPM) software suite designed to work as one that includes Business Intelligence (BI), strategic planning, financial planning, Business Process Management (BPM), and Business Activity Monitoring (BAM). Bitam reinforced the tight, metadata layer integration at the platform level across all products, which enables users or IT staff to define variables, dimensions, metrics and alerts in a single place at one time, then reuse these defined variables in any report or analysis, across the entire Bitam product suite. Many competing products are cobbled together from acquisitions and force you to have differing metadata layers for each module, even when on a common platform.

Bitam G6 incorporates product-specific innovations, such as multi-platform support for Microsoft, UNIX, and Linux Operating Systems (OS). Advanced analysis capabilities include data segmentation, statistical functions, and predictive analysis as core capabilities.

The compellingly competitive offering from Bitam includes comprehensive functionality at the base price, a user adoption rate that is twice the industry average, installation in days/weeks rather than months, and a try-before-you-buy program for OEM partners and their customers. Together, these factors reduce deployment risks from purchasing software, implementation, and life-cycle-cost. Bitam software is truly affordable for the mid-market, yet is rigorously applied to data analysis for many divisions of large, international firms.

Benefits of "Knowledge Intelligence™" include business process insights, higher efficiency, faster response to change, cost savings, cross-functional information visibility, and better or self-service Information Technology (IT).

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About Bitam

Bitam is a global provider of Enterprise Performance Management (EPM) software solutions for Business Intelligence (BI), Financial Planning, and Strategic Planning. EPM software powers the metrics that enable performance reporting, governance, and accountability that help businesses analyze, plan, and manage their business operations to meet business-critical goals. Bitam solutions are known for their rapid deployment, a high rate of adoption by users, low implementation risk, lower costs, ease of use, minimal training requirements, and wide acceptance by the international operations of companies of all sizes. Bitam, founded in 2000, is headquartered in Roswell, Ga., and has presence in more than 18 countries in the United States, Europe and Latin America. Bitam has served more than 1000 customers including Pfizer, Coca-Cola, Home Depot, Johnson Controls, Pemex, GNC, Black & Decker, Janssen and government clients, through direct sales or our extensive partner network.

About MediaFirst PR - Atlanta

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