

# Data-crunching for the smaller firm

A ROTHERHAM firm which helps companies deluged by data to make sensible management decisions is expanding its services after linking up with a Swiss software specialist.

Business Intelligence Solutions has set up a partnership with Swiss business intelligence software expert Orenburg which BIS says opens the way for smaller firms to reap the benefits of techniques which were previously only open to big corporations.

Business Intelligence software is used by companies to analyse information as diverse as audience

figures for the latest blockbuster movie, slot machine takings, NHS waiting lists and supermarket shoppers' buying profiles.

David Stephens, director of Business Intelligence Solutions, which is based in the Century Business Centre at Manvers, said: "We are delighted to have negotiated this partnership.

"The software from Orenburg fits well with our consultancy business and will allow us to bring even greater business benefits to our clients.

"Large companies have had the advantage that business intelligence can bring for many years now.

We think that by combining our expertise in this area with this area with the software we can bring this advantage to small and medium sized companies."

The firm uses Rapid Application Development technology to create one specialised reporting and analysis database from all the information a company has.

Once the database is complete - a process that can take less than a fortnight - it can be accessed securely across the company's computer network, over the internet or via e-mail, creating one 'version of the truth' that ends the conflict caused by dif-

ferent people using different data.

BIS is a platinum member of the Government-backed regional IT suppliers' group, Club UK Online, which brings together more than 2,000 businesses in Yorkshire and Humber.

Club UK Online manager Richard Axe said: "BIS is yet another example of the talent and expertise we have in the Yorkshire region and we congratulate the company on this partnership."

**By Bob Rae –  
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