

FOR IMMEDIATE RELEASE

## **Phaidon Press appoint Influential Software to undertake a full review of their Data Warehouse solution**

Phaidon Press, the world's leading publisher of books in the visual arts, have appointed publishing sector and BI specialists, Influential Software, in a move to upgrade their existing Business Intelligence capabilities based on SAP Business Objects/SQL Server.

Following in the footsteps of other industry giants including Taylor and Francis, Elsevier and Cambridge University Press, Phaidon have called upon on the expertise of Influential Software to help improve the breadth and accessibility of their reporting systems.

John Simpson, Technical Director of Influential Software, said:

“We are delighted to be entering into a relationship with Phaidon and look forward to assisting them in developing the next stage of their reporting solutions with a view to producing a world class platform from which to analyse the business.

This will be achieved by building on the foundations of their existing deployments in this area, leveraging our proven approach to Business Intelligence projects.”

**-ENDS-**



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**Notes to the Editor:**

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**Influential Software:**

Influential Software is a vibrant software house that inspires excellence, creativity, and confidence within our clients, from SME publishers through to FTSE-100 industry leaders.

For almost 20 years, we've been successfully delivering modern solutions to all your age old software and business intelligence (BI) problems. We work with some of the Publishing industry's biggest names and our clients include Taylor and Francis, Elsevier, Harcourt, and Cambridge University Press.

Having delivered proven solutions in partnership with these major players for nearly 20 years, we have gained a unique understanding of the frustrations your business faces in its day-to-day operation and has given us the skills and experience to unlock the hidden value of your data.

**Phaidon Press:**

Phaidon books are recognized worldwide for the highest quality of content, design, and production. They cover everything from art, architecture, photography, design, performing arts, decorative arts, contemporary culture, fashion, film, travel, cookery and children's books.

Phaidon books continue to be so innovative and beautiful that as Nigel Spivy points out in his fuller account of Phaidon's history, "a readership is rightly disposed to buy a Phaidon book for no other reason than that Phaidon has produced it".

**Related Links:**

Phaidon Press: <http://www.phaidon.co.uk>

Influential Software: <http://www.influentialsoftware.com>

