

FOR IMMEDIATE RELEASE

Coming Soon: Plug and Play Business Intelligence and Reporting Tools from Influential Software.

For the last 20 years, Influential Software have been developing BI and Reporting solutions for some of the Publishing industry's biggest names, including, Taylor and Francis, Elsevier, Harcourt, and Cambridge University Press.

Now, Influential Software have decided to roll out their experience and expertise to develop an on-demand, web-based Business Intelligence and Reporting application.

Built for SME publishers, the new Software as a Service (SaaS) product will offer the benefits of a bespoke business intelligence solution, in a monthly licensed application.

For the last 20 years Influential Software have become long-term partners with industry giants which has given us an invaluable insight into the day-to-day practices within the Publishing industry and the frustrations Publishers face in their everyday operations.

This new SaaS model will allow Publishers to use the online on-demand service, rather than invest in expensive hardware and software platforms required to run Business Intelligence systems. Publishers will need only a computer or a server to download the software and internet access to run the web application, which will be licensed for a single user or for a group of users.

By the end of 2010, Publishers will be able to unlock the potential of their data at the click of a button and get the benefits of a client-based Business Intelligence package, all from the comfort of their browser.

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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.

Related Links:

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

