

Innovative and Convincing – Gartner Analysts Vote SENACTIVE Cool Vendor of the Year 2008

Vienna, 22nd April 2008. Thanks to its fascinating BI real-time solution Gartner Inc. has just voted Austrian software company SENACTIVE most convincing and innovative solutions provider for business intelligence and performance management in their Cool Vendor Report 2008.



"The fact that products from SENACTIVE have now received an award from leading analysts following successful implementation in practice makes us especially proud", states Christian Plaichner (Graduate Engineer, University of Applied Sciences), Chief Executive Officer SENACTIVE. Published once a year, the Gartner Report is known for its independent opinions and discovering extraordinary companies. The three decisive criteria for becoming Cool Vendor are "Innovative", "Impressive" and "Trend-Setting". Innovative services and products addressing previously unsolved challenges, their practicability also being guaranteed in the business world, attracts the attention of Gartner Inc. SENACTIVE is receiving the award for SENACTIVE EventAnalyzer™.

Real-time Analysis and Decision-making as a Strategy for Success

"Businesses that succeed in promptly analysing complex situations and providing the right answers breed success", conveys Plaichner, putting the success strategy into a nutshell. Deploying SENACTIVE InTime™ empowers the business owner to make the right decision immediately, while minimising losses and optimising revenues. Irrespective of whether share purchases are to be reconciled with share prices, cardsharps and Internet fraudsters stopped in their tracks, or online shoppers and call center enquirers motivated to buy through personalised offers. The power and competitive advantage lie in the integration of business intelligence in real-time processing.

Visualization Gives You the Edge

Customers in the logistics and CRM sectors, financial service providers, online gambling site operators and ITSM users have been using the product line encapsulated by SENACTIVE InTime™ for years with great success. Bill Gassman, analyst at Gartner Inc., highlights the innovative approach of SENACTIVE EventAnalyzer™ to visualise events in real time. Graphical comparison empowers the user to analyse thousands of events a second and process them to take appropriate action automatically. Interpreting event data and its correlations has never been approached in such a user-friendly and transparent manner.

Development and Expansion

Currently SENACTIVE is increasingly pursuing projects in risk and recommendation management, two areas where more demand for intelligent corporate control will reign in future. Since the summer of 2007, when the venture capital agency tectnet equity took up a capital interest in SENACTIVE, nothing more has stood in the way of the strategic development of new applications and expansion towards Europe. New partnerships are also planned, and certification by Microsoft and SAP has already smoothed the way for this. Embedding real-time solutions in existing IT systems will become increasingly important in future to allow heterogeneous IT landscapes in companies access to the BI real-time era. The 2008 Cool Vendor Report has now confirmed SENACTIVE's competence in all operative areas with a high occurrence of events.

The "Cool Vendor in Business Intelligence and Performance Management 2008" report is available on the Gartner website under www.gartner.com by clicking the following link:
http://www.gartner.com/DisplayDocument?ref=g_search&id=639513&subref=simplesearch

THE COMPANY

SENACTIVE offers cutting edge software solutions and competent consulting to quickly detect relevant events in your organization's operational business processes and to respond automatically and rapidly with appropriate solutions. The combination of business intelligence with Complex Event Processing (CEP) in real time improves the quality and speed of the decision-making process while maintaining close contact with the customer. The adaptive enterprise becomes reality.

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