

NEWTON, Mass. and TORONTO, Sept. 23, 2013 /PRNewswire/ -- [Attivio](#), creator of the award-winning [Active Intelligence Engine](#) (AIE®), and [Panorama Software](#), a global leader in proactive business intelligence (BI) solutions have established a technology alliance partnership to increase the business value of big content and big data. The partnership combines Panorama's next generation BI solution and Attivio AIE to help companies realize the potential of unified information access (UIA) to explore and collaborate in ways never before possible. Specifically, the combination gives customers a streamlined enterprise decision-making process that eliminates the need to switch between multiple applications in order to access unstructured content and structured data from internal and external sources.

Panorama provides a dynamic dashboard for deeper analysis of data using suggestive insights and collaboration from recommended colleagues, all without having to switch between multiple applications. Attivio AIE delivers unrivaled access and insight to information, so customers can integrate, correlate, access and analyze all of their assets, regardless of source or format. The Attivio and Panorama partnership offers the best of unified information access, intuitive information discovery in combination with enterprise BI.

"The Attivio-Panorama partnership exemplifies how two forward-thinking technology companies can collaborate to solve critical challenges currently frustrating business users," said Eynav Azarya, CEO of Panorama Software. "Attivio helps leading organizations unleash the value of their enterprise information using advanced search and UIA. Panorama provides the visual, self-service tools needed to turn seeing into believing, and believing into action."

"One of the goals of collaborative BI is to connect data, insights and people within the

organization," said Sid Probst, CTO at Attivio. "The partnership with Panorama achieves this because it gives customers seamless and intuitive discovery of information from sources as varied as corporate BI to semi-structured data and unstructured content."

For more information about the Attivio Partner Network, please contact partners@attivio.com.

About Attivio Attivio's unified information access platform, the [Active Intelligence Engine®](#) (AIE®), redefines the business impact of our customers' information assets, so they can quickly seize opportunities, solve critical challenges and fulfill their strategic vision.

Attivio integrates and correlates disparate silos of structured data and unstructured content in ways never before possible. Offering both intuitive search capabilities and the power of SQL, AIE seamlessly integrates with existing BI and big data tools to reveal insight that matters, through the access method that best suits each user's technical skills and priorities. Please visit us at www.attivio.com.

Attivio and Active Intelligence Engine are trademarks of Attivio, Inc. All other names are trademarks of their respective companies.

About Panorama Panorama Software helps companies grow revenues, reduce costs and improve corporate performance by enabling collaborative decision making and unlocking actionable insights contained within their data.

Founded in 1993, Panorama Software is the original developer of the OLAP technology that was acquired by Microsoft in 1996, which was rebranded as SQL Server Analysis Services and integrated into the SQL Server platform. Since that sale, Panorama has been a close and strategic Microsoft partner.

Panorama streamlines business operations through a Software-as-a-Service (SaaS) and on-premise BI solution for over 2,000 customers worldwide, including some of the world's largest financial services, retail, manufacturing, healthcare, telecommunications and media companies. Panorama has a wide eco-system of partners in 30 countries, and maintains offices

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throughout North America, EMEA and Asia. To learn more about Panorama Software, please visit www.panorama.com

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