

--([BUSINESS WIRE](#))--

WHAT:

FirstRain is creating a new category of big data analytics that Structure Data attendees can stop by the FirstRain booth to learn

WHEN:

Wednesday March 19 and Thursday March 20, 2014

WHERE:

Pier Sixty Chelsea Piers, 23 Street and West Side Highway, New York, NY.

FirstRain will be exhibiting as a Showtime Sponsor.

WHY:

In the last year, companies have aggregated unprecedented amounts of data. But now

FirstRain is creating a new category of big data analytics that is largely new to the customer intelligence market. FirstRain's [Customer Insights](#) and [Market Insights](#) leverage patented

About FirstRain

FirstRain is a pioneer and leader in Personal Business Analytics™ for the enterprise. FirstRain's mobile, cross-platform solutions provide sales, marketing and finance professionals analytics tuned to their specific company strategy and allow them to deeply understand their customer's business and their markets. FirstRain's patented, advanced analytics technology finds business-focused Web and social media and then integrates it seamlessly into the world's premier CRM and social enterprise platforms, including Salesforce.com, Chatter, Cisco WebEx Social, Microsoft SharePoint and Dynamics, Jive and Yammer. This intelligence is similarly incorporated into leading research platforms such as Fidelity.com, Interactive Data and Mergent. Based in San Mateo, California, FirstRain also has offices in New York and Gurgaon, India.