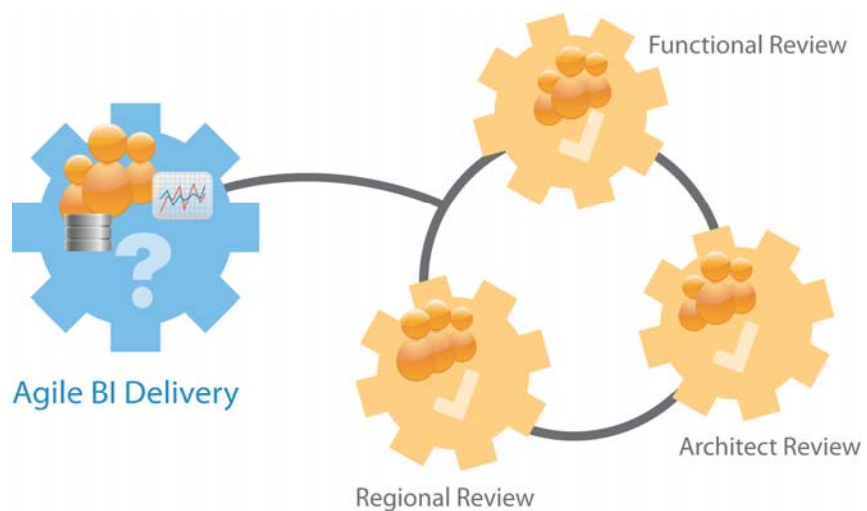


Accelerating ROI with Balanced Insight Consensus

Balanced Insight Consensus® is the ideal platform for delivering agile Business Intelligence (BI). Companies can more accurately define how BI solutions can be built earlier in the process, and bridge the communication gaps that often exist between business operations and IT. With Consensus, BI professionals can focus on defining what the end users need, confirming the solution via a cross-enterprise alignment process, and promoting a highly reusable set of well-defined information assets. Customers can therefore bridge the communication gaps that exist between:

- Business Units
- IT and Business Users
- IT Delivery Organizations



Alignment of Business Metadata

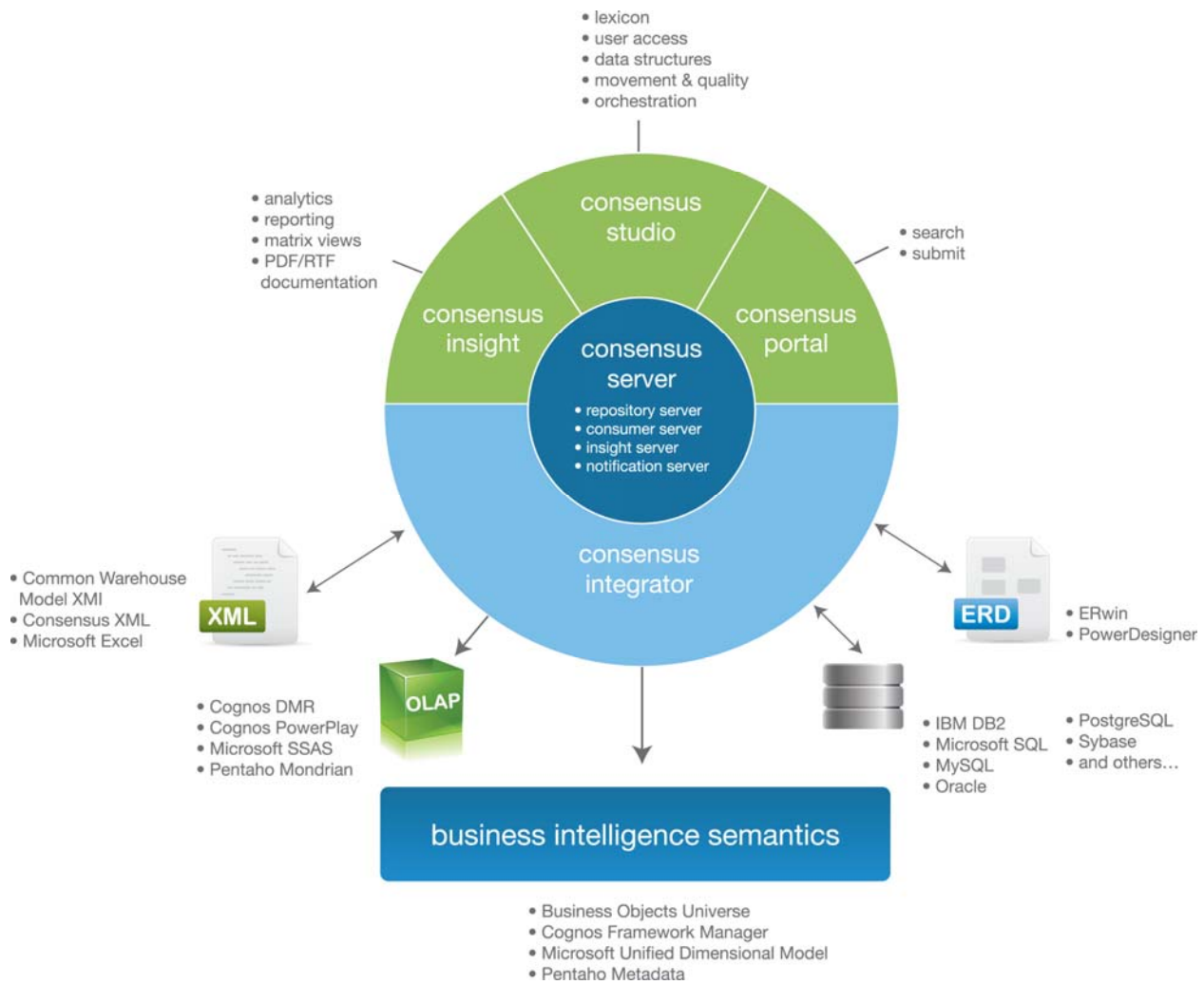
Consensus bridges the gaps in communications that exist between the silos of an enterprise by mapping the business semantics (reporting vocabulary) to the technical sources of information so that the business users can access the right data at the right time.

Agile & Aligned Business Intelligence

With Balanced Insight Consensus® delivers in half the time without compromising cross project alignment.

Companies need more timely access to BI so they can accelerate decision making and become more flexible – enabling them to adapt their business to the ever-changing market conditions. They need the flexibility to deliver results faster – and at less cost.

- Consensus gives IT and business users a platform to collaboratively create and visualize BI solutions that are broadly adopted and easy to support.
- Consensus automates the otherwise arduous process of aligning business meaning (what Gartner calls semantic reconciliation) making the resulting information more trusted, usable, and valued.
- Consensus allows you to reuse the agreed upon business metadata in all business intelligence tools, reducing future cost and increasing the overall quality and consistency of BI solutions.



"I was blown away on how fast Balanced Insight Consensus® translated my business requirements into the proper data model. Literally this occurred with a push of a button. "

Julie Shannon
Independent Business Intelligence
Consultant

"Balanced Insight Consensus® has had a very deep and profound impact on how ICC delivers Business Intelligence solutions. By adopting Consensus as a core component of our services, we have seen a marked improvement in our ability to deliver solutions that truly give our clients a competitive advantage. We view Consensus as a true differentiator for ICC and have been able to drive down the implementation timelines associated with BI solutions."

Don Jackson
Director of Business Intelligence
Information Control Corporation

"Balanced Insight Consensus® delivers an unbelievable value to clients by really addressing Business Intelligence and Data Warehouse agility and bridging the business/IT gap."

Wayne Eckerson
Director of Research
The Data Warehousing Institute (TDWI)

About Balanced Insight, Inc.

Balanced Insight was formed in 2003 in response to the increasing demand for information management solutions and services. Balanced Insight is focused on enabling our customers to drive better results by more effectively building and managing their enterprise business intelligence solutions and standardized reporting language.

Balanced Insight's flagship product, Balanced Insight Consensus®, is the first commercially available platform for:

- Agile Business Intelligence Delivery
- Business Metadata Alignment

Consensus allows customers to swiftly build the infrastructure to facilitate a productive dialog between business leaders and technical delivery personnel to connect users with information and accelerate the delivery of BI throughout the enterprise.