

Balanced Insight

Improving Information Literacy



Balanced Insight helps companies double the return on their business intelligence investments

"Accomplishing anything with enterprise data quality requires close collaboration among IT and business professionals that understand the data and its business purpose -- collaboration made manifest in a data governance committee or program."

-TDWI

Company:

Balanced Insight, Inc.

Founded:

Balanced Insight was founded in 2003 by a group of industry veterans with extensive experience in business intelligence and information management.

Business:

Balanced Insight, through its signature *Consensus™* software, gives information-driven companies an enterprise-wide platform that brings business focus to the BI development process and automates the arduous task of giving large volumes of disparate data a consistent business meaning — what Gartner calls semantic reconciliation. This process leads to more trusted, more widely-adopted BI investments with lower ongoing support costs. More specifically, *Consensus™* provides a set of collaborative and process automation tools that allow business managers and IT managers to work together to build better designed more usable business intelligence and performance management applications – regardless of the technology used.

Market:

Balanced Insight's solutions are targeted toward large and growing enterprises where: information management is a key value driver such as Financial Services, Insurance, or Energy & Utilities; events require integration of significant amounts of data such as mergers & acquisitions, compliance, or business process optimization.

Financing:

Balanced Insight is privately held and has been profitable since being established in 2003.

Management Team:

Greg Collins – Chairman
Tom Hammergren – President & CEO
Don Leonardo – VP Sales & Business Development
Steve Lachey – CFO
Tony Collins (TurningPoint Marketing) – VP Marketing
Abraham Fathman – Director of Products
Joe Renn – Director of Technical Services

Technology:

Balanced Insight's *Consensus™* software is a process automation and collaboration tool. When woven into a company's business intelligence technology development process, *Consensus™* becomes the corporate foundation for overcoming many of the recurring issues that keeps most business intelligence and performance management investments from realizing their expected value.

More specifically, *Consensus™*:

- **Defines:** Gives IT the underlying platform to create, visualize and get approval on the overall blueprint of the business intelligence application or project. This "BI blueprint" quickly aligns all stakeholders on the business goals versus the technology goals thereby broadening the trust and adoption of the final application and reducing the ongoing support costs.
- **Confirms:** Automates the labor-intensive process of giving disparate enterprise data a consistent business meaning — what Gartner calls semantic reconciliation — making the resulting information more trusted, more usable, and more valued.
- **Promotes:** Publishes the resulting business-to-technical data translations throughout the company, including pushing the business semantics into business intelligence or performance management tools and platforms across the enterprise, regardless of the technology.

Solutions:

Balanced Insight *Consensus™* is a versatile business intelligence and information portfolio management solution that can be leveraged across horizontal technology platforms as well as vertical industry solutions.

<i>Horizontal Solutions</i>	<i>Vertical Solutions</i>
Business Intelligence	Financial Services
Data Marts	Insurance
Data Warehousing	Health Care
Master Data	Manufacturing
Enterprise Data Management	
Integrating Mergers and Acquisitions	

For more information contact us:

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Balanced Insight Timeline

Early 1990's – The Information Packaging Methodology begins to take form assisting dozens of enterprises in the areas of Decision Support Systems and Business Intelligence.

1996 – Information Packaging Methodology is first documented in *Data Warehousing: Building the Corporate Knowledgebase (ISBN: 1850328560)*, authored by Balanced Insight President & CEO Tom Hammergren.

1998 – Prototypes are built to demonstrate the automation of the Information Packaging Methodology.

2003 – Balanced Insight is incorporated.

2003 – Joint partnership is established with Duke Energy to deliver a commercial release of *Consensus™*, building on the prototypes established in the late 1990's.

2004 – Company celebrates its first profitable year of operation.

2004 – Key partnerships with Lucrum and Kalido established

2004 – First commercial version of *Consensus™* is released.

2005 – Company celebrates its second profitable year of operation.

2005 – *Consensus™* 3.1 release

2005 – Fifth Third Bank engages Balanced Insight to assist in their data stewardship initiatives

2005 – *Consensus™* 3.2 release

2006 – Company celebrates third year of uninterrupted growth