



Business Solutions with Innovative Technology

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PRESS RELEASE

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Companies Looking to Reduce IT Costs Turn to Business Intelligence Platform Consolidation.

March 20, 2009 – Duluth, GA – The challenging economic climate has caused many organizations to take a closer look at their IT strategies in an effort to reduce costs while still maintaining quality. One particular emerging area that is being reevaluated because of its significant licensing, maintenance and specialized support cost is that of business intelligence platforms.

The release of Microsoft SQL Server 2008, with enhanced business intelligence features, has provided Innovative Architects, a Microsoft Gold Certified Partner located in Duluth, GA, with several clients ready to migrate from various competing platforms solely to SQL Server. Innovative Architects has developed proprietary conversion accelerators that provide software automation for converting from other competing point products to the Microsoft BI platform. Innovative Architects's BI conversion accelerators can reduce the time and cost of replatforming by as much as 50%.

"Our clients rarely use the sophisticated modeling features that they are paying hundreds of thousands of dollars for and, ultimately, 'export to Excel' to actually perform much of their data analysis. When we demonstrate the full capabilities for information insight that the combination of SQL Server 2008 and Excel 2007 can provide, our clients have been amazed," said Tony Baldwin, Director of Enterprise Solutions at Innovative Architects.

Innovative Architects is a Microsoft Gold Certified Partner, based in Duluth, GA, specializing in solving business problems around business intelligence, data management, e-commerce, portals & collaboration, custom application engineering and business process and integration with Microsoft's enterprise software solutions including BizTalk Server, SharePoint, SQL Server, CRM, Commerce Server, and VisualStudio.NET. Innovative Architects can offer a single point of delivery and support through the entire IT lifecycle, from envisioning through day-to-day operations. Our consultants and engineers have the necessary technical, architectural, and project management skills to help mitigate risk associated with business and technical constraints and organizational diversity. Innovative Architects clients span across many industries of all sizes including AT&T, Coca-Cola, Bank of America, Siemens, BlueCross BlueShield, Hollywood Entertainment, Scana Energy, UPS, Lance, Author Solutions, Bodum, ESAB, Blackbaud, Brown Bag Marketing, Krispy Kreme, and Extended Stay Hotels. **For more information about Innovative Architects, or to learn more about BI platform consolidation, please contact Dan Michaels, 770-623-5734, or visit our website, www.InnovativeArchitects.com. Innovative Architects has written a white paper on BI platform consolidation that can be found at: www.innovativearchitects.com/BIConsolidationWPFForm.aspx.**



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