

PRESS RELEASE

4D LAUNCH NEW WEB SITE TO REFLECT THEIR INCREASED PORTFOLIO OF PRODUCTS



September 2007

4D are pleased to announce that they have launched their new web site to reflect the increased portfolio of products on offer. In the past few months the company has introduced four new products, MetaManager from BSP aimed at Administrators of Cognos 8, Advizor and Sales Advizor from Advizor Solutions, which provides a unique solution for displaying and analysing information to new and existing Business Intelligence users and users of Salesforce.com and our own, 4Housing, catering for Social Housing providers and Property Portfolio managers.



4 HOUSING

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ADVIZOR
SOLUTIONS, INC.

4D

Dane Mill Business Centre
Broadhurst Lane
Congleton
Cheshire
CW12 1LA

T 01260 274441
F 01260 277977

W www.4dlimited.co.uk
E info@4dlimited.co.uk

Overview

Increased Content:

With a drastic increase in the number of products a whole new design was needed so that the site didn't look as if had been added to and added to, to the point where the look wasn't consistent, hard for users to find the information they wanted and difficult to navigate their way around. In addition 4D wanted to give the site a more colourful feel which had to compliment the company's corporate colour of British racing green whilst retaining the 'people' feel which is what the business is really about.

Mark Lear, Business Development Director, said, "the company has made significant progress over the past two years in the capabilities and expertise that it provides to its client base, which itself has greatly increased five-fold in number over the period. Cognos 8 plays a prominent role within our Consultancy division for the delivery of service days, project management and migration projects and we were extremely pleased to be selected to be the exclusive partner for BSP in the UK and Ireland for the distribution of MetaManager which assists Cognos 8 Administrators no end with its ability to simplify many of the tasks associated with managing these environments. This, combined with the introduction of the Advizor toolset meant that we had to ensure that the information was presented in a clear and intuitive manner so that visitors to the site found what they wanted quickly and easily".

More Downloads:

More products means a lot more downloads and this section now has twice the content as before, all of which has now been produced in 4D's own livery.

As well as the standard PDF's the site needed to have to capability to provide Product Demonstrations for SalesAdvizor and MetaManager allowing visitors the chance to see the products in more detail and so they can provide themselves with an insight as to how they would help them and their company.

WebKnowHow:

4D were, once again, pleased to work with WebKnowHow for the design and build of the new web site. As with the initial web site a few years ago, the company collaborated with Steve and Louise McGrath for the production of ideas, layouts and colour schemes, this time with the idea of having a brighter, more colourful and friendlier feel than before. Steve and Louise produced a number of mock-ups and allowed us to choose parts from each which eventually led to the new look.

4D are grateful to Steve, Louise and the team at WebKnowHow for their help and assistance and offer our sincere thanks for a job well done.

Our Portfolio...

4Housing:

4Housing is a comprehensive, flexible and future-proof business application for social housing providers and property portfolio management organisations developed by 4D. It provides information for Executives, Managers and End Users alike presenting it in a graphical manner, which makes it very easy to understand. The solution automates time-consuming activities such as data input and is delivered on a web-based platform so that users can access it anywhere. 4Housing interfaces with all of the major Housing and Finance software packages enhancing – not replacing – them to provide a centralised reporting function which can be used across the entire organisation.

Cognos:

Founded in 1969, Cognos employs over 3,400 people and serves more than 23,000 customers in over 135 countries. Whether they choose to apply Cognos software strategically on an enterprise scale, or leverage it as a point solution to address key operational requirements, our customers use Cognos to better monitor, understand, and drive the successful performance of their business.

BrightStar Partners:

BrightStar Partners is a Cognos Platinum Reseller strictly focused on the Cognos Performance Management toolset in the areas of Business Intelligence, Enterprise Planning, Enterprise Scorecarding, and Data Warehousing. We combine thought leadership, highly talented staff, and a commitment to customer success in each and every project that we do.

Advizor:

ADVIZOR Solutions is today's leading provider of easy-to-use business analysis software. From the desktop to the enterprise, business managers and analysts can easily create and deploy analytical dashboards within minutes - and all they need is a mouse! It combines award winning data visualization with in memory data management and predictive analytics to provide simpler and more intuitive problem solving capabilities than Excel Pivot tables or advanced tools such as SPSS, SAS, or BI front-ends such as Business Objects and Cognos

4D:

4D is located in Congleton in Cheshire. The company is built on providing a high level of Consultancy, Training and Service for Advizor and Cognos Business Intelligence tools, the MetaManager Administration Tool for Cognos Environments as well as delivering end-to-end Management Information Solutions, Business Intelligence Applications and Data Warehousing Projects.