

BUSINESSWARE

Newsletter, April 2008

Microsoft validates BusinessMap®

As a Microsoft ISV-partner, Microsoft has followed the continuous development of BusinessMap®. Having seen the latest version during the 1st quarter of 2008 BusinessMap got the seal of approval from Microsoft:

"Microsoft has found that an increasing number of companies wish to utilise company data to a greater extent throughout the strategic decision process. Previously, initiatives such as Business Intelligence were primarily aimed at larger companies, often with a complex IT infrastructure.

Today it is increasingly possible to integrate a number of applications – i.e. ERP and CRM systems, Microsoft Office and Microsoft Sharepoint. This integration enables company data to be used in additional decision making processes; this can also be utilized within smaller to medium sized companies.

To maximize the gain from using company data it is crucial to have a precise map over company processes.

If you are able to measure and utilize your KPI's (Key Performance Indicators) across the organization, you can, to a much greater extent optimize your business and secure competitive advantages.

The market trend is clear: *There is a high demand for IT solutions that gather and visualize the specific elements of the company's strategy and processes that deliver real value.*

BusinessMap makes a convincing case when it comes to linking a variety of company data with the strategy the company pursuing".

/Jacob Bang, marts 2008
Partner Group Manager
MBS Sales, Microsoft Denmark

BusinessMap® Linking Strategy to Performance

For many years we have worked with and developed our concept "Linking Strategy to Performance". Often managers do not have the necessary information that enables them to control and monitor that the agreed strategy is complied to, - even in spite of heavy investments in ERP systems.

BusinessMap 'Dashboard' contains 3 key elements:

- Strategy & Planning
- Company Performance
- Value Delivery

Successful integration to 5 ERP systems

BusinessMap® is Microsoft ISV certified and is fully integrated to MS Office and MS Project. The development has been intense and in 2006 the platform was changed to MS.net. BusinessMap® is today integrated to the ERP systems: SAP, Agresso, MS Dynamic C5, NAV and AX.

Introducing 2 new partners in Denmark

We are pleased to announce partnerships with:

- Sigma A/S, specialists in Business Intelligence. Sigma has approximately 1400 employees. www.Sigmadanmark.dk
- A-2 A/S, a Nordic consultancy company with 35 experienced strategic consultants. www.A-2.dk

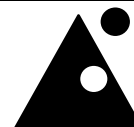
Microsoft conference for ERP partners

On the 21st of May 2008 BusinessMap® will be presented at a partner conference at Microsoft. The agenda can be found on: www.businessware.dk

Please call +45 3526 4646 for further information
Kind regards



Finn Henrik Hansen



BUSINESSWARE A/S

Hornemansgade 36 A
2100 København Ø.
Tlf. +45 3526 4646
Fax +45 3526 4608
sales@businessware.dk
www.businessware.dk