

# Actuate BIRT's Unified Business Intelligence Environment Delivers Greater Value to End-Users According to Dresner Advisory Services

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Independent Research Firm Issues Actuate Wisdom of the Crowds Market Study™ Special Report

London, UK - January 31st , 2012 – Actuate Corporation (NASDAQ: BIRT), the people behind BIRT® and the leader in open source business intelligence (BI), today released the key points of a Special Report from independent advisory firm Dresner Advisory Services (DAS), based on the 2011 Wisdom of Crowds Business Intelligence Market Study™.

The Special Report finds Actuate delivers more value for end-users by offering ease-of-use, streamlined integration and effective consulting, positioning both Actuate and its customers for success. Key findings show that Actuate experienced strong growth in its traditional foothold in Fortune 1000 corporations while it extended its reach into new market segments.

“Spending for Business Intelligence solutions and services continues to grow -- driven by a more mainstream understanding of its importance and value,” said Howard Dresner, Chief Research Officer, Dresner Advisory Services. “This has unleashed the demand for solutions that are easier to buy, faster to deploy and easier to use.

“Centered around open source BIRT, Actuate’s “one design, one server, and one user experience” improves developer productivity to create an unmatched user experience within a unified environment,” said Nobby Akiha, Senior Vice President of Marketing at Actuate Corporation.

Actuate: 2011 Wisdom of Crowds Business Intelligence Market Study Key Takeaways

- Value:

- o 72% of Actuate users reported “great value” or “good value” for price paid—well above its peers and the overall sample average.

- o 94% of Actuate users reported they would recommend Actuate.

- Market Growth:

- o While maintaining a strong presence in IT departments, Actuate has garnered increased interest from non-IT customers in recent years.

- o In the past year, Actuate has seen a larger percentage of new deployments than any of its peers in the industry.

- o Actuate customers appear to allocate above-average amounts of BI budget for the IT Function. This is consistent with Actuate’s historical strength in creating tools and programs in support of developers.

- Usability:

- o Actuate’s usability score was consistently higher than its open source peers and has improved in key areas, including Ease of Upgrade, Customization and Extensibility, and Ease of Installation.

- Open Source Leadership:

- o Actuate BIRT outperformed other open source BI vendors to secure the leading open source overall ranking by a wide margin.

“Regardless of organisation size, end-users expect enterprise BI to be as adaptable and easy-to-use as any consumer application,” said Akiha. “In moving away from a set of disparate tools to a unified business intelligence environment like ActuateOne, our customers are realising greater value from Actuate. They’re able to work across the organisation with minimal effort, customise their applications and become more self-sufficient with our flexible approach to BI — all benefits captured in this Actuate Special Report.”

The full “Wisdom of Crowds BI Market Study™ Special Report – Actuate” can be downloaded here: <http://www.actuate.com/info/dresner-wisdom-report-2011>.

#### Actuate – The people behind BIRT

Actuate founded and co-leads the Eclipse BIRT open source project. ActuateOne™ is a unified suite of products for rapidly developing and deploying BIRT-based custom Business Intelligence applications and information applications. Applications built with ActuateOne provide one user experience regardless of task or skill level; are supported by one server for any deployment including cloud and are built with one BIRT design that can access and integrate any data source - including high volume print streams.

ActuateOne adds rich data visualisations, including interactivity, dashboards, analytics, and deployment options to web and mobile BIRT applications, helping organisations drive revenue through higher customer satisfaction and improved operational performance.

Actuate has over 5,000 customers globally in a diverse range of business areas including financial services and the public sector. Founded in 1993, Actuate is headquartered in San Mateo, California, with offices worldwide. Actuate is listed on NASDAQ under the symbol BIRT. For more information, visit the company's web site at [www.actuate.com](http://www.actuate.com) or visit the BIRT community at [www.birt-exchange.com](http://www.birt-exchange.com).