

Intuitive Business Intelligence announces partnership with IRIS NFP Solutions.

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Intuitive Business Intelligence and IRIS NFP Solutions form partnership to provide state-of-the-art dashboard solutions to the Not for Profit Sector

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Intuitive Business Intelligence, (www.intuitivebusinessintelligence.com), the author of award-winning business intelligence dashboard solution, Intuitive Dashboards, today announced a partnership agreement with IRIS NFP Solutions, the UK's leading provider of software and services to the charity and membership sector. Under the terms of the agreement, IRIS NFP customers will benefit from instant, real-time access to business critical data using Intuitive Dashboards, which seamlessly integrates with IRIS NFP CRM-based systems including IRIS Care, IRIS Integra and IRIS Coursebooker, providing a single, graphical, real-time viewpoint of performance across an entire organisation.

Intuitive Dashboards empowers users to create customised dashboards which display key management information in a consolidated, interactive format enabling faster, more accurate decision-making. The dashboard solution provides proactive alerts to potential issues in areas including campaign performance, donor retention rates and fundraising ROI, while also revealing trends and opportunities, such as new income potential.

David Pinches, Director, Product Management and Marketing, IRIS NFP Solutions, comments, "Our aim is to help our customers dramatically improve their effectiveness, by gaining instant access to the most relevant information required to make faster, more accurate decisions. Intuitive Dashboards enables these organisations to improve fundraising and membership management performance through closer links with donors, members or alumni. Using this advanced dashboard solution, they can more easily demonstrate the return on investment of activities, increase efficiency and improve service, report on recruitment and retention, spot possible issues and trends and most importantly, gain strategic insight across their entire operation. Intuitive Dashboards complements our existing suite of world-beating IRIS NFP solutions perfectly."

Pinches continues, "We have built our leadership position in the UK by providing market-leading service and business benefits to our customers. They have told us that they need an easy-to-use, quick-to-deploy dashboard solution that enables them to focus on issues that could adversely affect their performance. I'm very pleased that we're partnering with Intuitive Business Intelligence to offer a best-of-breed dashboard solution to our customers. We evaluated a number of dashboard solutions but Intuitive Dashboards was head and shoulders above the rest because of its ease of use, high scalability and exceptionally fast implementation, which typically takes just a few days."

Tony Bray, Managing Director of Intuitive Business Intelligence, says, "Business managers want a solution that provides an intuitive way to visualise and manage their performance. With the current economic downturn, there is an increasing need for not for profit organisations to demonstrate a return on investment, improve efficiencies and provide strategic management insight. Intuitive Dashboards

delivers advanced capabilities and provides a vastly superior approach to managing all aspects of a not-for-profit organisation. With IRIS NFP Solutions and Intuitive Business Intelligence working together, IRIS NFP customers can benefit from our quick-to-deploy business intelligence functionality, which delivers timely and valuable insight. I'm delighted to welcome them to our fast-growing network of software partners and look forward to a long and successful relationship with IRIS NFP Solutions."

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Notes to Editor

About Intuitive Business Intelligence

Intuitive Business Intelligence Limited (www.intuitivebusinessintelligence.com) is a leading technology innovator and the author of Intuitive Dashboards, the next generation of advanced Business Intelligence (BI) and data visualisation software. Their flagship product, Intuitive Dashboards, enables organisations to make faster and more accurate decisions, bringing together critical information from multiple sources and presenting it in an easy-to-understand, interactive dashboard format. Completely web-based so can it be used on-site or in the Cloud, Intuitive Dashboards is easy to use, highly visual and quick to implement, swiftly delivering rapid return on investment. Intuitive Business Intelligence is headquartered in Manchester, United Kingdom with offices throughout the UK as well as the US.

About IRIS NFP Solutions

With over 1,000 not-for-profit organisations as customers, IRIS NFP Solutions (www.irisnfp.co.uk) is the leading provider of software and services to the UK Not-For-Profit sector. IRIS NFP helps not-for-profit organisations to increase the effectiveness of their entire operations. This includes improving fundraising or membership management performance through closer links with donors, members or alumni, and delivering world class operational efficiencies in the financial management of their organisations.

Designed specifically for the NFP sector, and making excellent use of both established and the latest web technologies, IRIS NFP Solutions' portfolio encompasses charity software, CRM, fundraising, membership management, training management, education, ERP, payroll and financial management software. With 30 years of experience and over 120 specialist staff in the UK dedicated to servicing the needs of the not-for-profit sector, IRIS NFP Solutions prides itself on a tailored approach to customer service, with an emphasis on reliability and personal relationships, evidenced by 95% annual customer retention, amongst the highest in our industry.

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