

Actuate Announces KXEN Partnership to Offer Enhanced Predictive Analytics for Big Data

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London, UK – July 11th , 2012 – Actuate Corporation (NASDAQ: BIRT), “The people behind BIRT”® and the leading open source Business Intelligence (BI) vendor, today announced an alliance with KXEN, the leading provider of predictive analytics for business users. The partnership will help companies seeking to improve decisions and optimise processes by deploying easy to use predictive analytics on petabytes of Big Data.

ActuateOne® -- a an integrated suite of standard and cloud software built around BIRT – offers native access to Big Data for analysis, dashboards, reporting and interactive visualisation. ActuateOne can be used to build data sets or data visualisations that seamlessly combine Big Data sources with more traditional sources including SQL databases, XML data, document archives, print streams and flat files.

KXEN’s flagship product, InfiniteInsight™, delivers sophisticated predictive modelling capabilities to business users and data scientists, enabling them to derive insight about customers and optimise processes such as acquisition, cross-sell or retention in marketing automation. InfiniteInsight™ delivers orders of magnitude improvements in speed agility and performance through its patented modelling automation approach that is particularly well suited for Big Data analysis, where data sets often involve thousands variables of machine generated data that would overwhelm traditional approaches.

"Our partnership with Actuate has already set some exciting projects in motion," said Bruno Delahaye, SVP Business Development for KXEN. "We're pleased to be partnering with Actuate, the leader in open source Business Intelligence, and anticipate that this alliance will increase the value of both the KXEN and Actuate product families."

“Actuate believes the key to success with Big Data lies in building the right data-to-insight infrastructure to manage it. Our goal is to support our customers’ needs for Big Data infrastructure, from accessing data sources to visualising to operationalising data for collaborative decision making,” said Nobby Akiha, Senior Vice President of Marketing at Actuate. “We are delighted to be working with KXEN to provide complementary analytics functionality to our ActuateOne customers.”

The combination of ActuateOne’s open, flexible approach to merge and visualise an array of Big Data sources, with KXEN’s automated predictive analytics capabilities, enables the fast creation of powerful information applications that facilitate deep-dive analysis and the discovery of previously unknown patterns for more effective and collaborative decision making.

About KXEN

KXEN is revolutionising the way companies use predictive analytics to make better decisions on petabytes of big data. Based on patented innovations, the company's flagship product, InfiniteInsight™, delivers orders of magnitude improvements in speed and agility to optimize every step in the customer lifecycle – including acquisition, cross-sell, up-sell, retention and next best activity. Proven with over 400 deployments at companies such as AAA, Allegro, Bank of America, Barclays, Belgacom, CBS Interactive, ING

Direct, Lowe's, Meredith Corporation, Mobilink, Overstock.com, PT XL Axiata, RealNetworks, Rhapsody, Rockwell, Rogers, Sears, SFR, Shutterfly, Stage Stores, U.S. Cellular and Vodafone, KXEN solutions deliver predictive power and infinite insight™. KXEN is headquartered in San Francisco, California with field offices in the U.S., Paris, London and Bangkok.

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 more than 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 or visit the BIRT community at www.birt-exchange.com.

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