

Actuate's Quitarian Chosen by Golfbreaks.com to Better Understand Customer Segmentation and Behaviour Patterns

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Europe's Largest Golf Company Implements Actuate-Acquired Quitarian's Visual Analytics Technology

London, UK - November 27th , 2012 – Actuate Corporation (NASDAQ: BIRT), The BIRT Company and the leader in open source business intelligence (BI) - today announced that golf travel specialist Golfbreaks.com has implemented Quitarian's visual analytics product to deepen its understanding of both its clients and suppliers.

Golfbreaks.com – Europe's largest golf travel company - will use the tool across its entire portfolio, including sister brands Teeofftimes.co.uk and Bookaspa.com. The company selected Quitarian Analytics for its powerful visualisation, and because it shifts the emphasis away from the IT department responding to data requests - to business users driving their own queries. Quitarian was recently acquired by Actuate Corporation, and Quitarian Analytics will be rebranded as BIRT Analytics (see announcement on October 22nd:

Golfbreaks.com has experienced 13 years of rapid and sustained growth since its inception in 1998, with the number of bookings increasing more than tenfold in six years, going from less than 20,000 a year to 200,000. The move to Quitarian comes as part of on-going investment in business intelligence, analytics and CRM, which has left senior management keen to be able to better segment, profile, and predict customer behaviour. VPT, a UK-based Quitarian reseller partner, has been involved with various aspects of Golfbreaks.com's BI and analytics-related projects and is seen as a trusted partner in both strategic consultancy and implementation.

Golf tourism is worth more than \$17billion worldwide across a broad demographic, and proactive exploration of marketing and operational data will certainly give Golfbreaks.com a competitive advantage: "This product meets a need that we see evolving," Steve Hemsworth, managing director at Golfbreaks.com commented. "We already have good BI, but we want to be able to intuitively drive analysis of client behaviour and product performance. The insights Quitarian Analytics can give us into who is likely to do what, when and where, will enable a massive improvement in both our product development and the quality of advice we can give our clients. It will also increase the effectiveness of our decision making."

VPT helped Golfbreaks.com throughout the whole process, from presenting Quitarian as a solution to an identified need, to technical and organisational implementation and customised training.

"Our confidence in VPT was a key factor in our buying decision," continued Steve. "Their engagement with our needs and their best-practice advocacy has been critical in the successful deployment. With so much evolution in our BI and analytics technology and practice going on across the organisation we needed a safe pair of hands, and that's what VPT offers."

Specific uses to which Golfbreaks.com will be putting the Quitarian tool will include identifying clients who would enjoy products outside their usual buying habits, improving the effectiveness of their

Breakpoints loyalty scheme as a marketing tool, and looking at patterns around venue use.

“The Quiterian product is a true business user-driven tool,” says Daniel Fedak, VPT’s managing director. “Ad-hoc queries can be made through an intuitive and highly visual interface without the need to go through IT or analytics specialists. Users ‘discover’ ever-deepening insights through an exploratory process that is very natural.”

Daniel added, “We enjoy working with Golfbreaks.com; it is an organisation that stays ahead of the game by embracing innovation and taking a practical approach to business problems. We are also very pleased with the flexible and rapid delivery we have experienced with Quiterian. In less than 10 weeks at Golfbreaks.com, Quiterian Analytics took the step up from observing performance to exploring patterns and bringing a new level of insight to a wide variety of businesses.”

About Golfbreaks.com

Golfbreaks.com was formed in 1998 by Chief Executive, Andrew Stanley, and is Europe’s largest golf travel company, organising golf breaks and holidays for hundreds of thousands of golfers a year in the UK, Europe and Worldwide. With more than 13 years’ experience and an expert team that is passionate about golf and travel, we are known for delivering outstanding service, with the reassurance and security of booking with an ABTA and ATOL bonded travel company. Golfbreaks.com has partnership deals with the PGA, The Daily Telegraph and Bauer Media, publishers of Golf World and Today’s Golfer magazines, and is also the only golf travel company to reward customers for their loyalty through the Breakpoints customer rewards programme, which earns money off all future bookings made with Golfbreaks.com and our sister companies, Teeofftimes.co.uk and BookaSpa.com.

Actuate – The BIRT Company™

Actuate founded and co-leads the BIRT open source project, which is used by 2 million developers around the globe and serves as the foundation of the ActuateOne® platform. Applications built on ActuateOne deliver more business and consumer insights to more people than all BI companies combined - ensuring organisations are ready for the exponential growth of Big Data and the proliferation of touch devices. The ActuateOne platform empowers developers to rapidly develop custom, BIRT-based business analytics and customer communications applications. ActuateOne applications built with one BIRT design can access and integrate any data, including unstructured sources. They provide one user experience regardless of skill level and are supported by one platform for any cloud, hybrid, on-premise, web or touch device deployment.

Headquartered in Silicon Valley, Actuate has over 5,000 customers globally in a diverse range of business areas including financial services, technology and the public sector. Actuate is listed on NASDAQ under the symbol BIRT. For more information, visit www.actuate.com or engage with the BIRT community at www.birt-exchange.com.

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