

Actuate to Exhibit BIRT Analytics – Putting Big Data in the Hands of Business Users – at O’Reilly Strata Conference Santa Clara

Submitted by: Sarum Consultancy

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London – February 19th, 2013 – Actuate Corporation (NASDAQ: BIRT), The BIRT Company™ – delivering more insights to more people than all BI companies combined, today announced their participation as a premiere exhibitor at the Strata Conference – Making Data Work, next week in Santa Clara, California. This year’s Strata Conference will take a laser-sharp focus on the Big Data issues that are reshaping the business, finance, media, and government worlds. The conference offers three days of keynotes, practical and information-rich sessions, a sponsor pavilion, networking events, and a wide variety of product demonstrations and workshops.

Actuate will be demonstrating their products for mastering visualisation and analysis of any data – including Big Data – for business users, IT managers and executives, and enterprise software developers alike. Included in the demonstrations will be ActuateOne® – the BIRT-based suite of commercial products for development and deployment of custom business analytics applications – and BIRT Analytics™, Actuate’s just-launched end-user software that enables direct end-user visualisation, inquiry and analysis of Big Data for faster insights and better decision making, without the need for data warehousing or pre-processing.

Actuate enables organisations to visualise and analyse data of any volume or complexity from virtually any source including Twitter, Facebook, print archives and machine log data. ActuateOne deploys in any environment – on premise and in private- or public clouds – and supports web-based and mobile BI on the Apple iPad and iPhone, as well as on Android phones and tablets, while decreasing overall IT costs. Actuate’s experience, proven capabilities and flexible architecture make it a clear choice for organisations looking to strengthen their data visualisation and analysis capabilities for better profitability.

The conference brings together the leading minds in Big Data: decision makers who are driving business strategy as well as data analysts and scientists who collect, analyse, and manipulate the data for internal clients. Strata Conference delivers the nuts-and-bolts foundation for building a data-driven business – the latest on the skills, tools, and technologies you need to make data work – alongside the forward-looking thinking that O’Reilly is known for.

General Information for Strata Conference Santa Clara 2013

Date: February 26-28, 2013

Location: Santa Clara Convention Center , 5001 Great America Parkway, Santa Clara, CA 95054 (map) Actuate Booth # 411

<http://strataconf.com/strata2013/?intcmp=il-strata-stsc13-franchise-page>

Conference delegates, and those unable to attend the conference itself, can connect with Actuate via Twitter, LinkedIn and YouTube. In addition, join the conversation on Twitter using the hashtag #actuate. Find additional information about Actuate's solutions for Big Data.

Actuate – The BIRT Company™

Actuate founded and co-leads the BIRT open source project, which is used by more than 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.