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**"DATA LINKS™" FROM BUSINESS INTELLIGENCE  
MAKES DATA MINING AND REPORTING EASY"**

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**DATA LINKS™** Reaches Into Multiple, Disparate Databases, Does Live Data Queries And Generates Real-Time, Consolidated Reports...All On The Fly.

Wayne, PA - November 1, 2008 - The ability to gather data simultaneously from multiple, disparate data sources and then generate timely, intelligible reports has long been the "Holy Grail" for software designers and engineers. Since the development of the second database, retrieving and consolidating relevant data from multiple databases has been a major challenge as well as a major source of headache and frustration for decision-makers, analysts and IT specialists.

But this no longer needs to be the case. By developing a data query tool called "DataLinks", Business Intelligence of Wayne, PA has now greatly simplified the data gathering and reporting process to the point where CEO's and CFO's with just a basic acquaintance with Excel can now retrieve and manipulate any company data they wish and can generate personally-customized, real-time reports, all on a personal laptop and without having to consult with their IT department.

With DataLink's proprietary, patent-pending Multiple Source Simple Output (MSSO) Technology, the "learning curve" can be measured in terms of minutes. The simple Query Builder User-Interface (QBUI) with its easy integration to Excel or XML formats allows any non-technical or barely-technical user to create live connections from a personal spreadsheet directly to desired data sources without having to worry about the problematic steps for data aggregation and data previewing. What's more, DataLinks installs quickly and does not require a host of specialists to maintain it.

Whether it be business, finance, health-care, government, military, data mining, business analytics or complex reporting, the applications for



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Datalinks are endless. It doesn't matter if the data source or format is OLAP, ERP, CRM, SCM, Legacy, local, or web-based. DataLinks can read it, retrieve it and manipulate it. Again, all of this can be done on a personal laptop using a convenient, easy-to-understand, user-configured, Excel dashboard.

The bottom line is that anyone who must rely upon information which is retrieved from multiple sources and who has experienced the various pain points and frustrations associated with data-gathering and report generation will instantly appreciate the digital horsepower and operating simplicity of DataLinks and will be amazed at the exponential gain in overall efficiency the software immediately delivers.

With DataLinks, a single individual on a personal laptop is now more than a match for today's incredibly expensive and cumbersome software which currently requires warehouses full of servers, an army of consultants to maintain, and which, in the end, can do only a fraction of the data gathering, analysis, manipulation and reporting which DataLinks provides "right out of the box". In a nutshell, the new, low-cost DataLinks software represents a completely new paradigm for the way data will be handled in the future.

For more information or to schedule an interview with Howard Lubert, President & CEO, Business Intelligence LLC, please call 610-971-4067 or email Howard at [HLubert@BizIntellLLC.com](mailto:HLubert@BizIntellLLC.com)