

Industry Focus: *Business Intelligence*



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"Business Intelligence continues to expand driven by the volume, depth and velocity of data. Businesses manage, integrate and convert data into actionable information."
 - Sever Totia, Principal

Sever Totia serves as Edison's Specialist for Business Intelligence. Contact Sever to discuss promising companies and investment opportunities.

Edison invests in software companies that deliver business intelligence solutions in the areas of data standardization, visualization, real-time reporting, knowledge management and proactive decision support. Promising investment themes include operational business intelligence, process dashboards, event-driven systems and integrating unstructured data.

Edison has made over ten investments in the business intelligence sector. We continue to seek expansion-stage companies where Edison's operating and investment experience, along with our network of contacts, will accelerate growth and build value for management and shareholders.

Edison Investment Experience With Leading Software Companies

Best Software	- Accounting Software	Longview Solutions	- Budgeting, reporting and planning software
Digital Paper	- Technical content exchange & collaboration	Tetradata	- Education data storage, analysis and reporting
Information Science	- HR management software	Virtual Edge	- Enterprise recruiting software
InSoft	- Desktop multimedia conferencing	Visual Networks	- Network test and management software

Promising Market Opportunities

Data Aggregation/Data Quality	Content/Knowledge Management	Real-Time Analytics
Workflow Automation	Performance Management	Business Process Dashboards
Collaboration Products	Vertical and Departmental Applications	Open-Source Business Intelligence Products

Management from active and exited Business Intelligence companies share industry trends and best practices.

More Than
Expansion
Capital...

Edison invests in information technology companies including: financial services, pharmaceutical IT, application software, interactive marketing, communications and business solutions. Edison initially invests \$4-10 million. We finance internal growth, management buyouts, acquisitions, corporate spinouts and secondary stock purchases. We invite growing companies in the Boston to Washington, DC corridor to contact Edison.