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## ***MINUTE BRIEFING: Data Integration***

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### **Breaking News--StratBridge Launches Instant Analytics Software**

Today, StratBridge unveiled the commercial version its flagship product, StratBridge.net, a Web-based instant analytics tool that transforms Microsoft Office into a visual platform to display business intelligence information in familiar formats. "We run on a .NET platform," Matthew Marolda, the company's CEO and founder, told 5 Minute Briefing in an exclusive interview prior to the launch. "We put a Microsoft Office interface on the data and use Web services to pass the data to end users in Word, PowerPoint or Excel." StratBridge.net extracts and analyzes data from internal and external sources, regardless of format, and presents it in familiar Microsoft applications.

StratBridge's goal, Marolda said, is to put analytical tools into the hands of many more people in an organization and hopes to do for business intelligence what Salesforce.com has done for CRM. Its customer base includes Deloitte, Hewlett-Packard, Boston Celtics, McDonalds, Irving Oil and Forrester Research.

"StratBridge has capitalized on the .NET platform to provide a service that corporations around the world sorely need," said Sanjiv Parikh of Microsoft's Emerging Business Team. "A lightweight, easy-to-use, but powerful data analytics tool like StratBridge.net puts easily actionable information in frontline business managers' hands." StratBridge.net ensures client data is secure by employing all of the standard encryption protocols to keep data safe. It also uses secure user name and password logins to ensure only authorized users can access client data. For more information, go [here](#).