



FOR IMMEDIATE RELEASE

Locus Solutions Delivers Best-in-Class Business Intelligence Systems for AngioScore, California Natural Products, Zynga and Many Other Market Leaders

Gartner Business Intelligence Summit, Los Angeles CA, May 2, 2011 – [Locus Solutions](#), a Silicon Valley-based business analytics consulting firm, is rapidly emerging as a premier provider of [business intelligence](#) and financial performance management solutions, delivering [advanced systems](#) for market leaders in healthcare, consumer products, online gaming and other industries.

“We are proud of our proven track record across industries to dramatically improve our customers’ capabilities to plan, forecast and report business results,” said Jeetu Lakhotia, CEO of Locus Solutions. “We have perfected a global delivery model with consistent processes to build advanced business systems that meet and exceed expectations.”

Locus Solutions develops best-in-industry solutions based on [IBM Cognos](#), [Clarity FSR](#) and other business applications to meet its customers’ specific requirements for financial performance management, business intelligence and business analytics dashboards. Locus provides ongoing support to ensure that highly customized systems continue to address business requirements. Locus serves customers across many industry segments, including [Zynga](#) in online gaming, [AngioScore](#) and [Paradigm Management Services](#) in healthcare, [California Natural Products](#) in consumer products and [Trinet](#) in human resources.

“Zynga relies on Locus Solutions as a valued partner to implement and support our Business Intelligence system,” said Scott Casey, Financial Planning and Analysis, Zynga. “Locus helped us migrate from an Excel-based environment to a best-in-class IBM Cognos BI system without impacting our ongoing financial planning and analysis processes. Locus has enabled Zynga to achieve best practices for fast, efficient forecasting, modeling and reporting, working at ‘Zynga speed’ to keep our internal teams executing and focused on what they do best, and is now helping us evolve to driver-based forecasting.”

“We’ve quickly experienced the benefit of implementing innovative software like IBM Cognos Express and working with an expert partner like Locus Solutions to do so,” said Casey Razma, Vice President of Finance, California Natural Products. “IBM Cognos provides us with a framework that enables us to efficiently locate and analyze data. We were fortunate to have the knowledgeable consultants at Locus Solutions, a company that understands the needs of smaller companies like CNP, to help us leverage the benefits of IBM Cognos.”

“Current and valid information for management is essential for the success of our sales organization and for efficiently marketing the AngioScore products,” said Lu Lee, Director of IT, AngioScore. “Sales data, order quantities and product lines must be available quickly and reliably. We knew that a BI platform was necessary to supply information for decision-making to the sales team and sales management. The IBM Cognos BI system implemented by Locus Solutions has been especially critical to our success with this project, and we look forward to helping our other departments achieve the same results.”

About Locus Solutions

Locus Solutions, based in Santa Clara, California, is a strategy and technology consultancy that helps leading companies use advanced performance management, business intelligence and business analytics solutions to achieve competitive advantage and operational excellence. For more information, visit <http://www.locussolution.com>.

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