

## **Harvey Jones media release—iCentric/Inca deal**

13 December 2009

### **SA companies strike gold with the local launch of Inca**

Inca, an Avisen Plc company and global provider of business intelligence (BI) and performance management solutions including planning, forecasting, reporting and consolidation, has acquired iCentric, a local BI company, facilitating its official launch in the South African market. With over 500 customers in Europe, Middle East and now Africa, Inca is one of the leading players in the EMEA region.

According to Keith Jones, MD of Inca, this is big news for the SA industry. "The launch of Inca will enable local companies to tap into our extensive global network and expertise. This will give them access to an unparalleled level of service and skills."

Inca's skill set includes expertise in group consolidation, budgeting and planning, dashboards and scorecards, forecasting and modelling, profitability analysis, cost to serve models, KPI modelling and reporting analysis (BI).

"For expertise in the BI industry, there are also significant opportunities" continues Jones. "Inca will offer South Africans the chance to gain global experience through exposure to big multi-national brands such as Tesco, Strate and SkyTV. Given our impressive client list and global reach, we hope to attract SA's best BI talent."

Jones says that Inca will build on the strengths of the iCentric business, which is well established in the local market with excellent IBM Cognos experience. iCentric has a solid client list, particularly in the healthcare and pharmaceutical industries.

"The marriage between the two is a good one," says Jones. "Both are leading providers of IBM's Cognos solutions. While the deal strengthens the offering to local companies, it also consolidates Inca's leadership position in the EMEA region, and gives us a springboard for the rest of Africa."

The South African Inca website will be launched on 18 December 2009 and the launch event will take place early next year. Please visit our website for the dates of the launch: [www.incasoftware.co.za](http://www.incasoftware.co.za)

#### **About Inca**

Inca, an Avisen Plc company, is a leading IBM Cognos partner, providing customers with the full suite of IBM Cognos products. Inca's professional services division is home to the most experienced performance management team in EMEA, having implemented IBM Cognos solutions for over 500 companies across all industry sectors. Inca is the IBM Cognos Partner of choice for companies who want to gain a clear understanding of business performance through improved performance management processes.

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