ADVIZOR Leverages Business Intelligence
to Help Non-Profit Fundraisers Increase
the Efficiency and Effectiveness of Their Core Staff.

CHICAGO, IL – March 3, 2010 – ADVIZOR Solutions® today announced a new initiative to help non-profit fundraisers increase the efficiency and effectiveness of their core staff. Built on proven approaches from industry, ADVIZOR's Staff Performance Management Program brings a metrics driven framework that identifies best practices both within and across fundraising institutions to drive a more "scientific" and "managed" approach to fundraising.

Especially in today's climate, a results-driven and fact-based approach can have immediate benefits. Sean Pieri, VP of Development at The College of William & Mary, says "ADVIZOR enables us to clearly see the strengths and weaknesses of our entire development program, helping us make informed business decisions that directly affect the bottom line - both in expenses and new revenue."

Historically one of the challenges of using a metrics based approach with front-line fundraising staff has been combining data from multiple sources into an easy to understand format. "ADVIZOR's in-memory-data-management and data visualization software makes this easy and quick to do. The result is a collaborative approach that my management team can use with the front-line team. And, when I need to show results to the Deans or President, I have visual charts that are easy for them to understand," says Pieri.

ADVIZOR's solution oriented approach combines world-class data discovery and analysis software with a team of proven experts in the field of fundraising. ADVIZOR Consulting works with its clients to implement the organizational process and behavioral change that this approach drives. "ADVIZOR has spurred new thinking in our fundraising efforts," says Ann Root Keith, Associate Vice President & COO of Development Administration, Dartmouth College. "It has helped us understand the stories previously hidden in our data. By showing data-supported facts to our staff, we have been able to improve performance despite the challenging economic times."

The ADVIZOR approach is different from traditional Business Intelligence in two ways: (1) the ADVIZOR software is geared for data discovery and "story telling", and (2) the ADVIZOR approach is highly consultative, and focused on changing organizational behavior. "Our customers keep telling us they are not getting what they need from their current Business Intelligence solutions," says Doug Cogswell, President & CEO of ADVIZOR Solutions. "The answer is not 800 reports or OLAP cubes or some complex query environment – these are not flexible and are too difficult for most people to use. We deliver a simple and effective interface that business people can use to analyze data on their own and make decisions."

About ADVIZOR Solutions®, Inc.
ADVIZOR Solutions is a leading provider of easy-to-use business discovery and analysis software. Built on patented visualization and in-memory-data-management software

spun out of Bell Labs Research and world class predictive analytics, ADVIZOR enables people to make better and faster fact-based decisions from their business data ADVIZOR enables this through:

- Simple and clear visual display;
- Easy ad-hoc interaction and analysis with a mouse;
- Flexible thick and thin client deployments; and
- Tight integration with common databases and office tools

ADVIZOR software is sold worldwide through offices in the US as well as through partners in Europe and Asia.

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