



## PivotLink Unveils the New Version of PivotLink Platform

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Many vendors claim to enable the democratization of Business Intelligence, yet “BI for the masses” remains an unfulfilled promise in enterprises where access is limited to small communities of expert BI users. PivotLink, the leading provider of business intelligence (BI) solutions delivered via Software as a Service (SaaS), recently unveiled the latest version of its market-leading PivotLink platform that makes analytics available to the rest of the business.

PivotLink provides a comprehensive, scalable, and highly secure business intelligence platform in a Software-as-a-Service (SaaS) model that greatly reduces the cost and complexity of business intelligence. The platform powers roughly 2,000,000 ad hoc reports and dashboards for more than 15,000 PivotLink users each month.

The new 4.3 release of its SaaS BI platform delivers on PivotLink’s vision for the ‘New BI’, an era where everyone is empowered – especially business users who are ultimately responsible for the decisions made using the information. It offers a single platform for quick BI wins at a fraction of the cost of traditional BI systems, putting analytics in the hands of line of business users while elevating the indispensable role IT plays in data governance and management.

“Many vendors tout separate user interfaces as innovation, but in reality they reflect a lack of integration from acquisitions that have propagated user interface silos,” said Dyke Hensen, senior vice president, Product Strategy, PivotLink. “We’re putting an end to disjointed experiences for executives, data analysts and power users. PivotLink’s 4.3 release unifies and seamlessly integrates all these roles into a single, intuitive user experience that encourages data exploration and reveals insights through deeper and deeper analysis.”