



iDashboards Named a CRN Emerging Technology Vendor

iDashboards and its growing global solution provider network help enterprises simplify reporting while delivering real time performance dashboards

Troy, MI, June 5, 2007 – iDashboards (www.iDashboards.com), the leader in Business Intelligence dashboard software, today announced it has been selected by *CRN*, part of the CMP Family of Channel Solutions, as a *CRN* Emerging Tech vendor. *CRN*'s Emerging Tech list <http://www.crn.com/it-channel/199703416?pgno=3> captures companies that are delivering high margins for solution providers with innovative and easy-to-use technology that undercuts industry giants.

iDashboards allows enterprise knowledge workers to view real-time data from virtually any data source. The Flash-based graphical user interface (GUI) of iDashboards enables enterprise knowledge workers to display metrics and key performance indicators (KPIs) to track real-time operations.

“Being recognized as a *CRN* Emerging Technology leader is a testament to iDashboards’ innovative product development coupled with our strong partner program,” said David Ferguson, Director of Strategic Partnerships and International Sales, iDashboards. “As enterprises struggle with simplifying reporting processes and trying to circumvent ‘spreadsheet hell,’ the need for dashboard technology will only get stronger. The opportunity for solution providers to help enterprises has never been stronger.”

iDashboards was chosen for its rapid growth in successfully building out the global partner program which currently has 18 solution providers and 30 original equipment manufacturer (OEM) partners.

“Our ideal partners have very strong vertical or application specific expertise and customer reach,” continued Ferguson. “They also typically have a strong understanding of different computing environments, data base technology, web based application servers, and, of course, strong project management skills.”

According to the 2007 *CRN* Emerging Tech Survey, the top reasons solution providers add emerging technologies include, the technology is superior to other products in the market segment; the technology compliments a solution providers' existing practice areas; emerging vendors provide better services opportunities; emerging vendors pay better attention to partners; emerging vendors offer higher margins, customers want alternative product choices; and emerging vendors have better joint marketing programs. In addition, 61 percent of solutions providers surveyed plan to increase the number of emerging technology vendors they partner with in the next 12 months.

"Successful Solution Providers are always looking for new and innovative partners, and the *CRN* Emerging Tech list provides a way for them to discover a large number of potential new partners who offer a wide range of emerging technologies," said Heather Clancy, vice president and editor of *CRN*.

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About iDashboards

Through its award-winning engineering and patented software, iDashboards helps companies leverage information assets through visually rich, real-time and personalized business intelligence dashboards to analyze, track, and drill-down through a wealth of information. Global enterprises such as Lockheed Martin, Navy Federal Credit Union, Unisys, ADP, and Georgia Pacific are making quicker, well-informed business decisions with the help of iDashboards. The company is privately held and headquartered in Troy, Michigan. To find out more about iDashboards' solutions, please call (248) 952-0840 or visit www.idashboards.com.

About The Channel Group

CMP Channel Group is the one stop shop customers turn to in order to meet their global sales channel objectives from access to execution. Through use of its family of channel solutions which include *CRN* and *VARBusiness*, the ChannelWeb network, the Group's XChange worldwide face-to-face conferences and the Institute for Partner Education & Development (IPED), vendors are able to accelerate sales through the channel. CMP

Channel Group provides a worldwide answer to advertising, branding and marketing services, lead generation, market intelligence, branded and custom events, education of solution providers and best practices for vendors.

About CRN

CRN provides solution providers and technology integrators with the crucial information and analysis they need to drive their company's sales. As an advocate for and voice of the IT channel, solution providers turn to CRN first for immediate information. Celebrating its 25th year, CRN is the most trusted source for channel professionals. CRN can be found on the web at www.channelweb.com.

About CMP Technology (<http://www.cmp.com/>)

CMP Technology is a marketing solutions company serving the technology industry. Through its market-leading portfolio of trusted information brands, CMP has earned the confidence of more technology professionals than any other media company. As a result, CMP is the premier provider of access, insight and actionable programs designed to connect sellers and buyers in ways that yield superior return on investment. CMP Technology is a subsidiary of United Business Media (<http://www.unitedbusinessmedia.com/>), a global provider of news distribution and specialist information services with a market capitalization of more than \$3 billion.

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