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UNICA Inc. Partners with F.A.C.T.S. for “On-Demand” Management Reporting and Analysis

Concord MA. July 30, 2007 - UNICA Inc., a leading enterprise marketing management software firm has teamed with F.A.C.T.S. (Financial Analysis and Control Technology Services LLC) for its corporate implementation of Outlooksoft’s V5.0 Business Performance Management (BPM) solution. According to Paul Ressler, CIO, “We selected F.A.C.T.S. because of its strong industry knowledge and their broad experience in Business Performance Management strategy and implementation”. “This partnership is already proving a good return on investment” says Mike Lemberg, V.P. Planning, “by enabling “on-demand” monthly expense reporting and analysis in just minutes versus what used to take hours in Excel™ & FRx™.”

“We help growing companies like UNICA realize BPM’s potential”, says Bob Katz C.E.O. and founder of F.A.C.T.S. “Understanding the unique demands of BPM implementation and integrating those demands with the client’s business goals is one of F.A.C.T.S.’ core strengths. Extending Outlooksoft’s use through Unica’s budget and management reporting cycles will help to achieve the ROI goals originally set for the project.”

Financial Analysis and Control Technology Services LLC (F.A.C.T.S.) is a financial and operational decision support services company helping small and mid-size firms achieve their business goals and maximize return on investment. Headquartered in Concord, MA, they can be reached at (508) 353-3571 or info@factservices.com.