

# Boardwalktech Joins Informatica Marketplace

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Boardwalktech, Inc., a leader in collaboration technology for the enterprise, announced today that it has joined the Informatica Marketplace which is the largest and most robust open marketplace focused on data integration. The Boardwalk Collaboration Platform (BCP) is a process automation and data management tool that extends the Informatica integration capability out to Excel on the desktop.

Companies have long struggled to meaningfully connect data on the desktop to the rest of the enterprise. What's been missing is the ability to intelligently integrate key data accessed through the extended Informatica integration capabilities with Excel-based process data. This is more than simply connecting to a static dataset inside an Excel file. It's enabling a persistent, two-way collaborative connection between Excel-based desktop data and the rest of the enterprise.

The combination of BCP and Informatica integration capabilities enables companies to effectively reach across and outside the company to support collaborative applications including sales forecasting, demand/supply planning, pricing, promotions, budgeting, cash management, and many other collaborative applications. These are all processes where superior execution depends on the intelligent integration of enterprise transaction data with forward looking planning data on the desktop.

"We are excited about joining the Informatica Marketplace and being able to deliver a compelling solution to our joint customers," comments JB Kuppe, VP of Marketing at Boardwalktech. "Working with BCP and Informatica solutions, our customers are able to more effectively enable collaboration across application environments which helps them keep pace with changing business requirements."

About the Boardwalk Collaboration Platform (BCP):

Using the Boardwalk Collaboration Platform (BCP), line of business (LOB) users can work offline in a familiar spreadsheet environment performing what-ifs to mature their inputs. When they are ready, with the click of a button, their changes are shared at the cell-level and automatically consolidated between other process users working in Excel users and with backend systems. Unlike with traditional database technology connected to Excel, all changes in BCP are versioned and persist which means your changes are not overwritten. BCP's patented technology raises the bar well beyond what's possible using SharePoint, Web-based Excel apps, or Google Spreadsheet for the enterprise planning user. BCP has been selected by companies ranging in size from \$20m to over \$22B for its capabilities as a business process automation solution that provides measurable operational improvements and financial ROI. Companies including Coca-Cola, Qualcomm, and Logitech have

enterprise-enabled their Excel-based processes using BCP in areas including partner collaboration, joint business planning, forecasting, replenishment planning and project and resource planning.

#### About Boardwalktech:

Boardwalktech enables companies to build and maintain competitive advantage through business process innovation in the enterprise collaborative planning space. Boardwalktech provides a patented, next-generation positional database technology platform that enables companies to integrate and automate collaborative processes using spreadsheets as the user interface form and the Boardwalk Collaboration Platform (BCP) as the data management environment.

Learn more at the Informatica Marketplace

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