

August 7, 2012



Boardwalktech and IBM to Provide Enterprise Spreadsheet Data Management Solution

Palo Alto, California – August 7, 2012

Boardwalktech, Inc., a leader in business process automation technology for the enterprise, and an IBM (NYSE: IBM) Business Partner, is connecting the Boardwalk Collaboration Platform (BCP) to IBM's InfoSphere BigInsights Platform which enables IBM's customers to unlock spreadsheet data making it available for big data analytics as well as for collaborative business processes across the extended enterprise.

Companies have long struggled to meaningfully connect data on the desktop to the rest of the enterprise. With the number of Excel users exceeding 500 Million and growing, the importance of working with spreadsheet-based data for big data analytics is on the increase. BCP's patented data management technology intelligently integrates spreadsheet-based process data with IBM's InfoSphere BigInsights Platform. This is more than simply connecting to a static dataset inside an Excel file. It's enabling SQL level access and integration to spreadsheet data in a way never before possible using the Boardwalk Collaboration Platform for intelligent data management.

"Solving today's data management challenges across the extended enterprise including the desktop requires new innovations in the way data is managed," said Christopher Allen, Business Development Executive for IBM. "Boardwalktech's business process automation platform and IBM's InfoSphere BigInsights Platform work together to let businesses build software-as-a-service (SaaS) and platform-as-a-service (PaaS) applications to address their need to analyze and collaborate using vast amounts of information."

"Leveraging existing spreadsheet and database technologies, BCP's core intellectual property is a patented cell-level "positional" data management system which can be run centrally on top of any relational database platform. Unlike file-sharing-based technologies like SharePoint, or web-form based spreadsheet look-alikes, only BCP enables concurrent, off-line use of native spreadsheet capabilities without check-in/check-out. This, coupled with BCP's persistent cell-level sharing and change tracking for data and formulas, creates a collaboration and data management platform that delivers transformative operational efficiencies, along with a treasure trove of cell-level data with historical values intact."

"The effective management and integration of spreadsheet data into enterprise operations and analytics is the last mile in enabling a fully integrated enterprise. Boardwalktech's patented and ground breaking data management technology coupled with IBM's InfoSphere BigInsights Platform extends the reach of big data analytics to this critical business information." According to JB Kuppe, VP of Marketing at Boardwalktech, "One of our customers said it best when he said that Boardwalktech has cracked the code to enabling

the access and management of cell-level spreadsheet data across the enterprise.”.

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 business processes using spreadsheets as the user interface form and the Boardwalk Collaboration Platform (BCP) as the data management environment.

Company Contact

J.B. Kuppe

650-618-6104

jb.kuppe@boardwalktech.com