

FOR IMMEDIATE RELEASE

## Star Analytics VP Suzanne Hoffman to Present High Growth Sales Strategies at TechBiz Connection Forum

SAN MATEO, Calif., Sept. 8, 2008 – Star Analytics, Inc., a leading provider of enterprise data integration software for Financial Consolidation, Planning, Budgeting and Analysis, today announced that Suzanne Hoffman, vice president of worldwide sales, will present at TechBiz Connection’s September forum in Orange County, California.

**What:** Fast Growth Sales Strategies – How to Earn Your Gold

**When:** Wednesday, September 17 from 6:00 to 9:00 PM

**Where:** TechSpace, 65 Enterprise, Aliso Viejo, Calif. 92656

**Register:** [www.techbizconnection.org](http://www.techbizconnection.org)

**About:** It is becoming increasingly difficult for companies to differentiate themselves by what they sell. Those unwilling to differentiate themselves by how they sell, will, by default, differentiate themselves by how much they sell it for – not a winning strategy for the bottom line! This expert panel of business leaders and innovators will reveal real-world strategies that help small businesses grow sales revenue while averting shrinking profitability.

Panelists:

- Bob Newkirk, TechBiz Connection board member and profitable growth architect for C-Level Management (moderator)
- Suzanne Hoffman, VP of worldwide sales, Star Analytics
- Don McNamara, founder and president of Heritage Associates
- Brian Montemagni, principal, Magnicom Consulting
- Rick Wyand, senior vice president of sales, Smith Micro

TechBiz Connection was created to support Southern California business and technology professionals, companies and entrepreneurs by providing timely education and networking opportunities. The organization focuses on where technology and business intersect; everything a successful high-tech company would want to do.

### About Star Analytics

Star Analytics, Inc. is a leading provider of enterprise data integration software for Financial Consolidation, Planning, Budgeting and Analysis. Its flagship product, Star Integration Server, allows corporations to extend the value of their investments in business intelligence and data warehousing. Star Integration Server is fully deployed in Fortune 1000 companies in industries such as aerospace, banking, chemicals, computer software and hardware, energy, financial services, Internet search, manufacturing, mining, online travel, pharmaceuticals and skin care and cosmetics. Partners include Business Objects, an SAP company; IBM; Microsoft; Oracle Hyperion and others. Star Analytics is funded by Hummer Winblad Venture Partners and Lightspeed Venture Partners. [www.staranalytics.com](http://www.staranalytics.com)

Star Analytics is a member of the Microsoft Startup Accelerator Program and was named a “2008 Red Herring 100 Winner” by the editors of *Red Herring*.

Learn about trends and take part in discussions about best practices for the next generation of financial systems at the Financial Systems Innovators blog at <http://financeinnovators.blogspot.com>.

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