

FOR IMMEDIATE RELEASE

Star Analytics to Host April 28th Webinar on the Definitive Guide to Finance System Automation Featuring Leading Independent Research Firm

Learn Best Practices for Continuous Finance Improvement

SAN MATEO, Calif., Apr. 6, 2010 – Finance organizations need simple, low cost ways to get accurate, timely and compliant data for planning, analysis, reporting and close cycles. Discover cost-effective strategies and new technology approaches to address this key 2010 priority in a free webinar on Wed., April 28, 2010 hosted by Star Analytics, the leader in financial application process automation and integration software, and featuring Forrester Research, Inc.

What: Free webinar titled “The Definitive Guide to Finance System Automation: Tips & Best Practices for Continuous Finance Improvement.”

When: Wednesday, April 28, 2010 at 10:00 a.m. PDT / 12:00 p.m. CDT / 1:00 p.m. EDT.

Why: Decision makers need quick insights from data stored in spreadsheets, cubes, databases, enterprise performance management (EPM) applications and business intelligence (BI) tools from many different vendors. Until now, the alternatives were for Finance managers to wait in long queues for heavily taxed IT resources or become technologists and manage the systems themselves.

This webinar addresses one of the most critical priorities facing finance organizations by presenting a new way to connect and manage an ecosystem of finance applications. The panel will describe an alternative to building scripts and manual processes – an approach that isn’t practical, scalable or cost-effective. Attendees will discover practical strategies that allow the office of the CFO to spend less time managing systems and more time driving profitability.

Speakers Tom Tortolani, vice president, products at Star Analytics, and Paul D. Hamerman, vice president, principal analyst, Forrester Research, Inc., will discuss the latest research and trends to help you achieve continuous finance improvement:

- How to avoid the pitfalls in automating financial planning, analysis and close cycles
- Technology innovations that allow business users to automate finance processes without burdening IT
- Best practices of real-world finance organizations that have moved to continuous planning and forecasting processes

Register and Resources

RSVP for the webinar by visiting <https://staranalytics.webex.com/staranalytics/onstage/g.php?t=a&d=576201774>.

Download the new white paper, “*Application Process Automation – A Finance Systems Mandate*,” using this link http://www.staranalytics.com/solutions/white_papers.htm.

About Star Analytics

Star Analytics is the leader in financial application process automation and integration software, offering enterprises a cost-effective way to automate and integrate disparate financial and operational data for better business decisions. Fortune 1000 companies in all major industries use Star Analytics to improve business planning and analytics and reduce the burden on IT by automating the integration and management of financial processes and data. Partners include Oracle, IBM Cognos, SAP BusinessObjects, QlikTech, and Microsoft. Headquartered in San Mateo, California, Star Analytics is a privately-held company backed by Hummer Winblad Venture Partners and LightSpeed Venture Partners. Visit <http://www.staranalytics.com>.



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