# Q1 ₁₀

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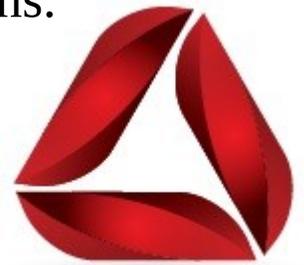
MindStream Analytics
60 State Street Suite 700
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www.mindstreamanalytics.com

# THE STREAM:

## Powerful Insight.  Intelligent Solutions.

## MindStream Analytics awarded Oracle Gold Partnership

MindStream is proud to announce that it has been awarded Oracle Certified Gold Partnership status.  As a new Partner Program, launched at Oracle OpenWorld 2009, the OPN Specialized program allows partners to formally certify specializations to differentiate themselves and their offerings, be recognized for their expertise, and become preferred solution providers to Oracle customers.

MindStream has Oracle product specialization in Hyperion application, BI, and Crystal Ball predictive modeling.

**ORACLE** Gold Partner

*"MindStream represents a true partner to me and my organization. They managed the successful design, build and roll-out of my Hyperion Planning Application. They've also been there for us to help with application "tweaks" as our business changes required. Their commitment to excellence is only surpassed by their ability to deliver it."*

- **Karl Appleby**
**Sr. Financial Specialist**
**Bayer Healthcare Corporation**

## Company Profile

MindStream Analytics is a consulting and managed services firm dedicated to helping clients enable better decision making.  With over a decade of experience in the analytics and Enterprise Performance Management space, MindStream offers customers Business Intelligence and analytic tool selection, predictive modeling development, real-time streaming analytics, profitability costing models, EPM design and delivery optimization and best practices for financial planning.  MindStream guides our customers to a solution that enhances business modeling enabling better analysis and insight into their data.  We believe that the power of technology combined with best practices will give customers the ability to make fact based decisions.

MindStream Analytics was formed by a diverse team of analysts, BPM consultants, and Industry leaders with many years of experience.  Their combined expertise in manufacturing, consumer products, telecommunications, healthcare, financial services, and energy verticals bring a powerful and unique value proposition to our clients.

# MindStream Core Services

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## PROFESSIONAL SERVICES

At MindStream Analytics we strive to help companies perform better, faster, more advanced analytics that will help them understand critical business and marketplace drivers. Every company has unique analytic needs and our mission is to provide every client with the best solution. To fulfill that mission MindStream provides clients with the following services; Software Selection, Enterprise Performance Management, Profitability Analysis, Streaming Analytics Business Intelligence, and Managed Services solutions. All of these services are offered with MindStream's project methodology and best practices recommendations.

### Software Selection

Since MindStream Analytics' consultants have worked with so many different types of analytic software it is only natural for us to understand each vendor's strengths and weaknesses. We are happy to share our knowledge with our customers and guide them through the selection process. Let us help you make the decision that is right for your company.

### Enterprise Performance Management

MindStream Analytics employs many Enterprise Performance Management (EPM) gurus, including the current Oracle Applications User Group's Essbase Domain Lead. EPM competency is a pre-requisite for any analytics company today and MindStream Analytics' staff is among the most seasoned talent available.

### Profitability Analysis

MindStream Analytics understands the difficulty associated with the development of a strong profitability analysis. Having built many profitability costing Essbase and other tool models, we are very skilled at helping your organization identify and source the appropriate measurements required to build a profitability costing model for your organization.

### Streaming Analytics

MindStream Analytics core competency is the development of statistical analysis and is ready to help our client's organization understand key performance indicators driving behaviors in today's business climate. Whether those patterns are; customer purchase patterns, inventory stocking efficiencies, purchasing models, or any other type of analysis, we can help. Today, the technology exists to analyze data patterns in real-time as they happen. By deploying streaming analytic software tools, MindStream Analytics is a pioneer at the forefront of the next technology revolution.

### Business Intelligence

MindStream Analytics not only understands analysis and the tools that support it, we also understand that presentation of results can be an important factor in understanding the analysis. Therefore, MindStream Analytics also offers Business Intelligence solutions to its clients that support many different types of Business Intelligence implementations.

### Managed Services

We have an in-house team of highly skilled, experienced technical and financial experts. Our Support team is committed to remotely provide timely, accurate responses to fit with your reporting timetable, ensuring that your business critical applications remain fully operational.

Our methodology is to dedicate a specific resource to each client account. In that way, we quickly familiarize ourselves with your specific application. We understand that there is nothing more important to you than being able to get the right advice and support. Use our team's expertise to help manage and support your EPM environment to address user queries, change requests, enhancements, training, and process control.

# MindStream's Management Team

### Alex Ladd – Sr. Partner:

A Design Lead Certified Planning & Essbase architect who has personally worked on more than 50 Planning and Essbase implementations. Alex also has experience with a number of tier-1 EPM software products that give him a unique expertise with both relational and OLAP data structures. Alex is a graduate of Trinity College (Hartford, CT) with a Bachelor's degree in History. Alex has over 15 years experience in financial software systems. He is the Sr. Partner of MindStream Analytics, a Boston based consulting and managed services firm specializing in enterprise performance management and BI analytic solutions to customers that include American Medical Association, Bayer Corporation, Boston Scientific, Chiquita Brands, Glaxo SmithKline, Monster Worldwide, Sara Lee, Time Warner Cable, and Verizon. Prior to founding MindStream, Alex was a Managing Director at Pinnacle Group Worldwide and a Senior Consultant at ISA Consulting. He is currently the OAUG Essbase SIG Domain Lead.

### Seth Landau – Partner, EVP Consulting Services:

Business management professional with a strong focus in EPM/Web consulting and project management. Personally managed and/or implemented dozens of Financial Consolidation, Planning, and Reporting solutions. Managed successful Software Selection engagements with a focus on EPM/BI solutions. Seth is a graduate of the University of Massachusetts, Amherst with a Bachelor of Business Administration, Finance. He has also received an MBA in Finance from Babson College, Wellesley, Massachusetts. Seth is the Executive Vice President of Consulting Services for MindStream Analytics.



Seth has over 18 years experience in consulting, application design and project management in financial software systems. He has worked with clients such as American Express, BIC, Burton Snowboards, Chiquita Brands, Genzyme, Pepsico, Perkin Elmer, The JM Smucker Company, Time Warner Cable, and United Technologies. Prior to joining MindStream, Seth was the EPM Practice Lead at Pinnacle Group Worldwide, a Senior Manager for IBM Global Business Services, and a Senior Consulting and Design Lead for Hyperion Solutions Corporation. In addition to his other areas of expertise, Seth is also a Certified Treasury Professional.

### Mark Gregoire – Partner, EVP Sales & Marketing:

Dynamic sales strategist with a 25 year history of accomplishing objectives and leading companies to succeed in highly competitive markets. Mark has lead sales teams on a regional, national and global basis throughout his career. He is a graduate of Dickinson College (Carlisle, PA) with a B.A. for a double major in Economics and English. He is the Executive Vice President of Sales & Marketing for MindStream Analytics. Prior to MindStream, Mark lead sales for Pinnacle Group Worldwide for 6 years. During that time, he developed expertise in software, consulting services, and managed services sales. Mark was also responsible for Brand development and Channel partner relationship development. Prior to that, he held positions of increasing responsibility in both Sales and Operations for Georgia Pacific Corporation, Graphic Packaging International and James River Corporation.