



## News Release

**FOR RELEASE THURSDAY, SEPTEMBER 15<sup>TH</sup>, 2011 AT 10AM PACIFIC TIME**

### **Simba Technologies Announces Ioppolo & Associates as an Official MDX Provider for Oracle OLAP Reseller**

**Vancouver, BC and Perth, Australia** – September 15, 2011 – Simba Technologies Inc., the industry’s choice for standards-based relational and multi-dimensional data connectivity products, today announced Ioppolo & Associates as an official reseller of its award-winning MDX Provider for Oracle OLAP software product.

“Ioppolo & Associates works with organisations across many industries that are looking to get the most out of their BI, EPM and data warehousing systems in order to drive better business efficiency and gain a competitive edge,” said Guy Ioppolo, Managing Partner at Ioppolo & Associates. “Simba’s MDX Provider for Oracle OLAP marries Microsoft Excel to Oracle Database OLAP Option – popular products from two of the largest enterprise software vendors in the world – allowing users to find and act upon key data to improve business process and performance. We’re excited to offer Simba’s innovative Excel connectivity solution for Oracle OLAP to our customers, who will certainly see immediate benefit and value.”

“Ioppolo & Associates is recognized as a leading vendor, integrator and consultant for Business Intelligence, Enterprise Performance Management and Data Warehousing in the Asia/Pacific region,” said Ayn Rajan, Simba’s CEO. “We are excited to welcome Ioppolo & Associates as an authorized Simba MDX Provider for Oracle OLAP vendor. Ioppolo consultants are recognized experts in their fields and we look forward to collaborating to provide customers with easy, powerful and direct access to their Oracle OLAP data through popular applications such as Excel.”

#### **About MDX Provider for Oracle OLAP**

Simba’s MDX Provider for Oracle OLAP enables direct, live connectivity from familiar Business Intelligence (BI) and analytics applications, such as Microsoft Excel, to Oracle Database OLAP Option for easy ad hoc query, analysis, dashboarding and reporting.

Excel is widely considered to be the most popular and familiar multi-dimensional BI tool on the market and Oracle is the #1 database in the world. Simba’s MDX Provider for Oracle OLAP connects the products seamlessly.

MDX Provider for Oracle OLAP enables users to take advantage of native Excel PivotTable and PivotChart functionality – including advanced formatting and dashboard presentation capabilities, and integration with other Microsoft Office products – to analyze Oracle OLAP data. As an easy to install, client-side driver, MDX Provider for Oracle OLAP enables users to query, display and navigate Oracle OLAP data directly from within Excel spreadsheets. If users are familiar with Microsoft Excel, accessing Oracle data is the same as Excel connecting to any data source. No special training is needed.

Simba's MDX Provider for Oracle OLAP is built upon its widely-deployed MDX 2005 query language technology that's embedded in several major BI vendors' products.

More information about MDX Provider for Oracle OLAP is available at:

<http://www.simba.com/MDX-Provider-for-Oracle-OLAP.htm>.

### **Oracle OpenWorld 2011**

Simba will present two conference sessions at OpenWorld 2011 highlighting connectivity options to Oracle OLAP and providing best practices for efficient and effective Business Intelligence (BI):

- "Using Excel and Oracle for Business Intelligence and Ad Hoc Reporting," on Wednesday, October 5<sup>th</sup>, 2011 from 10-11am, Session ID 30224
- "Enabling Oracle OLAP for Enterprise Business Intelligence," on Thursday, October 6<sup>th</sup>, 2011 from 3-4pm, Session ID 30223

For complete Oracle OpenWorld session and event information, visit:

<http://www.oracle.com/openworld>.

### **About Ioppolo & Associates**

Ioppolo & Associates ([www.ioppolo.com](http://www.ioppolo.com)) is a leader in Performance Management and Business Intelligence Solutions. Ioppolo & Associates offers general consulting, education, support and project development throughout the Asia/Pacific Region. It currently holds the status of a worldwide Oracle Platinum Partner with Oracle Associate Platinum memberships in Singapore and Malaysia.

Ioppolo & Associates draws from its deep industry experience across finance, government and corporate system implementations to meet its clients' Business Intelligence, Performance Management and Data Warehousing needs.

### **About Simba Technologies Inc.**

Simba Technologies (<http://www.simba.com>) is the recognized world leader in standards-based data access products, solutions and services for both relational and multi-dimensional data sources. Simba provides data connectivity solutions to many of the world's leading companies on various platforms, including Windows, Mac, UNIX, Linux and many mobile device platforms. Simba's data connectivity products support multiple interfaces, including ODBC, JDBC, OLE DB, OLE DB for OLAP (ODBO), XML for Analysis (XMLA), ADO, ADO.NET, ADOMD and ADOMD.NET.

Simba's software is used worldwide. Its customers include leading independent software vendors and global enterprises like Infor®, Kognitio®, Microsoft®, Oracle®, SAP® and Teradata®.

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