Elite QlikTech partner, Differentia Consulting, and predictive analytics specialist Blue Yonder join forces to help enterprises improve forecasting potential

Partnership enables enterprises to benefit from faster and simpler big data predictive analytics and forecasting, via QlikView Direct Discovery functionality

London, U.K., 24th June 2013 - Blue Yonder. ("Blue Yonder"), a leading provider in big data and predictive analytics, today announced that Differentia Consulting has signed a partnering agreement with the company which will bring the benefits of Blue Yonder predictive analytics to European enterprises.

Active since 2002, Differentia Consulting provides consulting, solutions, resourcing, support and training services to its clients and is an Elite QlikView Solution Provider. Differentia Consulting chose Blue Yonder predictive analytics to meet growing demand from its QlikView clients. Customers now want to go beyond the confines of internal data for planning and forecasting, to combine predictions based on internal and external data sets that will improve forecasting accuracy and reduce time *to plan*.

With Blue Yonder predictive analytics, Differentia Consulting can now offer its customers a joint solution of QlikView and Blue Yonder. This will enable its clients to adopt on-the-fly predictions into their analytics, simply, and benefit from machine-learning to improve forecasting.

Previously, forecasting was based on internal data. This meant that users had to build and manage QlikView planning and forecasting documents based on historical data without the benefit of cloud-based, machine-learning external data sets being incorporated. This was due to either reasons of; cost, complexity or perceived benefit.

QlikView incorporates Direct Discovery functionality which permits it to leverage the high performance rate of Blue Yonder's cloud offering predictions, on-the-fly and over very large datasets. This approach allows for internal forecasts to be compared with timely predictions that can easily be managed and understood by end users, which has made QlikView so popular.

Differentia Consulting believes that Blue Yonder, with its machine-learning capability to bring big-data, real time knowledge to the forecasting process, offers a simple level of manageability, contrasting to other predictive analytic solutions. Furthermore, thanks to QlikView, users can enhance their forecasts by implementing Blue Yonder as the predictive analytics provider of choice. Particularly for cases that demand: speed, ease of integration and simplicity of adoption.

"I see Blue Yonder as the predictive analytics link to big data access from our clients' perspective. We needed a predictive analytics feed that we could offer our clients where large data volumes were involved. For us, Blue Yonder was the logical solution; being agile and rapid is key," commented Adrian Parker, vice-president strategy and marketing at Differentia Consulting.

"Differentia Consulting is a key solution provider in the European BI marketplace and has been successful in helping businesses benefit from QlikView technology," commented Rakesh Harji, managing director at Blue Yonder UK. "By offering Blue Yonder, Differentia Consulting is now extending its reach and helping more enterprises benefit from faster and simpler big data predictive analytics and forecasting. With Blue Yonder, the amount of data can grow exponentially, which means that users can constantly hone forecasting more than ever before. We look forward to working with Differentia Consulting to take this proposition to the QlikView installed base and generate new opportunities together."

About Blue Yonder (www.blue-yonder.com)

Blue Yonder, established in 2008, is the leading software provider in the fields of forecasting and data pattern recognition or predictive analytics for short. With precise predictions, in real time and cloud-based, Blue Yonder makes an important contribution to a company's success. Blue Yonder recognizes previously undetected relationships and patterns in structured and unstructured data.

Originally developed in elementary particle physics, the software evaluated quantities of data in the petabyte range, every second, in the world's largest particle accelerators at research institutions such as CERN. Many different branches of industry are now using this capability for a variety of applications: In this scenario, the self-learning (machine learning) and dynamic software provides accurate sales predictions and automatic order recommendations. It is used successfully in dynamic pricing and in the analysis of customer data.

Companies are, therefore, in a position to address customers with individual product recommendations and offers, and to identify well in advance customers who are considering switching. Precise predictions allow preventative maintenance of machines and systems, thereby reducing unplanned downtimes. The analyses also effectively support risk management.

Well-known customers of Blue Yonder include OTTO, dm, Vodafone, and Crate & Barrel. Blue Yonder has already won the well-regarded Data Mining Cup three times. In addition, the FOCUS Digital Star Award 2013, the CyberChampions Award 2011/12 and the CyberOne Award 2012 went to Blue Yonder. Forecasts that constantly and automatically

adapt to changed basic conditions make an important contribution to making business processes profitable and sustainable.

Press Contact

Dunja Riehemann Director Marketing
Blue Yonder GmbH & Co KG
Karlsruher Straße 88
76139 Karlsruhe
Germany

Phone +49 (0)721 383 117 36
Fax   +49 (0)721 383 117 69
Mobile +49 (0)162 2091821

Email dunja.riehemann@blue-yonder.com

www.blue-yonder.com
@BYAnalytics

About Differentia Consulting (www.differentia.co)

Differentia Consulting has provided consulting, solutions, resourcing, support and training services to many different clients since 2002. The company is a long-standing partner of IBM and Oracle with JD Edwards, and a QlikView Elite Solution Provider with QlikView customers from all sectors and core technologies. Differentia Consulting's ERP heritage has supported the move into the QlikView Smarter.BI space, delivering value to clients as they discover their business

Differentia Consulting offer a complete support package for QlikView with a dedicated practice of account management and consulting. Differentia Consulting has the capability to assist customers with QlikView pricing, QlikView development, QlikView training and on-going QlikView support as part of our QlikView managed services and QlikView OnDemand offering. Differentia Consulting are the leading QlikView Solution Provider in the UK, and also the number one QlikView partner in the Oracle and SAP space.

Differentia Consulting Ltd.,
Axis 40 London Road
Stokenchurch HP13 4SX
UK

Email press@differentia.co

www.differentia.co/qlikview
@DCLUK

Tel +44 (0)8702 243 040