

NEWS ALERT

Leading Analyst Firm Selects C3 as a Cool Vendor for Data Management and Integration for 2011

Gartner has listed C3 Business Solutions as one of four Cool Vendors in Data Management and Integration* for 2011. Among prestigious global company, from the US and Germany, C3's data collection, collation and validation software, C3 Integrity, has been listed as a 'cool' vendor.

According to C3's Managing Partner, Conrad Bates, Gartner saw C3 Integrity as cool for its innovative, impactful and intriguing solutions.

"We are proud to be recognised by Gartner as a Cool Vendor," said Mr Bates. "We believe C3 Integrity's simple web interface, strong validation and auditing functionality, the ability to submit data in any format, and the fact that C3 Integrity supplements rather than replaces other technologies all combined to impress Gartner."

Mr Bates went on to say that C3 Business Solutions was humbled by Gartner's recognition of C3 Integrity. "C3 Integrity has only been in the market for a short time and to have achieved Cool Vendor status in Gartner's eyes so early is, we feel, a testament to the skill and innovative abilities of our Product Development team," said Mr Bates.

C3 Integrity software automates data collection, collation and validation delivering clean, trustworthy data to any central data store to enable more informed business decisions.

*Gartner, Inc., Cool Vendors in Data Management and Integration, 2011, Donald Feinberg, et al, April 18, 2011.

About Gartner's Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

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