

Business Intelligence Software Provider LogiXML Achieves Record Growth in its OEM Business

2009 Sales Grew 143% Year-Over-Year

McLean, VA (February 23, 2010) LogiXML, the web-based business intelligence (BI) software pioneer today announced 143% sales growth in its OEM business for calendar year 2009. The company attributed this significant growth to the appeal of its products and the attractive value proposition it provides to software and SaaS companies who want to embed business intelligence capabilities such as interactive dashboards and reporting, into their product offerings.

“We are very pleased with the growing success of our OEM business and the adoption rate of our next generation products,” commented Brett Jackson, CEO of LogiXML. “To achieve triple-digit growth in 2009, especially given the weak economy, is significant. Our products provide our OEM customers with a faster time to market and a greater ROI. Our goal is to be the de facto standard embeddable BI technology among software and SaaS companies.”

LogiXML was the first to market with web-based business intelligence products, providing customers with interactive dashboard, reporting, and analysis capabilities. Unlike traditional BI products, LogiXML solutions are web- and XML-based, making them easier to embed, integrate, customize and extend, which are key requirements of software and SaaS companies. In addition to the compelling benefits of its products, LogiXML offers a flexible licensing and pricing model aligned to the OEM’s business model. Finally, Logi has a dedicated OEM team, including expert consulting, focused on helping customers succeed with its products.

One of LogiXML’s new OEM customers is [Motionsoft](#), a leading provider of gym membership management software which specializes in providing customer relationship management, facility management, and financial services for the health club industry. With nearly 2,000 clients in the USA, Mexico, Canada and Europe, Motionsoft provides solutions to commercial gyms, hospital- and corporate-based wellness facilities, as well as schools and universities.

“Motionsoft was looking for web-based business intelligence products to allow us to embed interactive dashboards, reporting, and analysis capabilities into our market-leading Conexion offering,” commented Al Noshirvani, Motionsoft’s CEO and co-founder. “LogiXML was able to provide a solution that met both our technical and business needs and their products have allowed us to enhance our competitiveness and better serve our customers.”

About LogiXML, Inc. (www.logixml.com)

LogiXML is the smart choice for Business Intelligence, giving customers more power with less effort and cost. It’s simple to start creating web-based dashboards in hours, reports in minutes and analysis on demand, without complex pricing schemes or user fees. Easy to connect, quick to build and intuitive to use, LogiXML empowers everyone to get the most value from their data, no matter where it resides. Founded in 2000, LogiXML is privately held and based in McLean, Virginia. For more information, please visit www.logixml.com.

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