

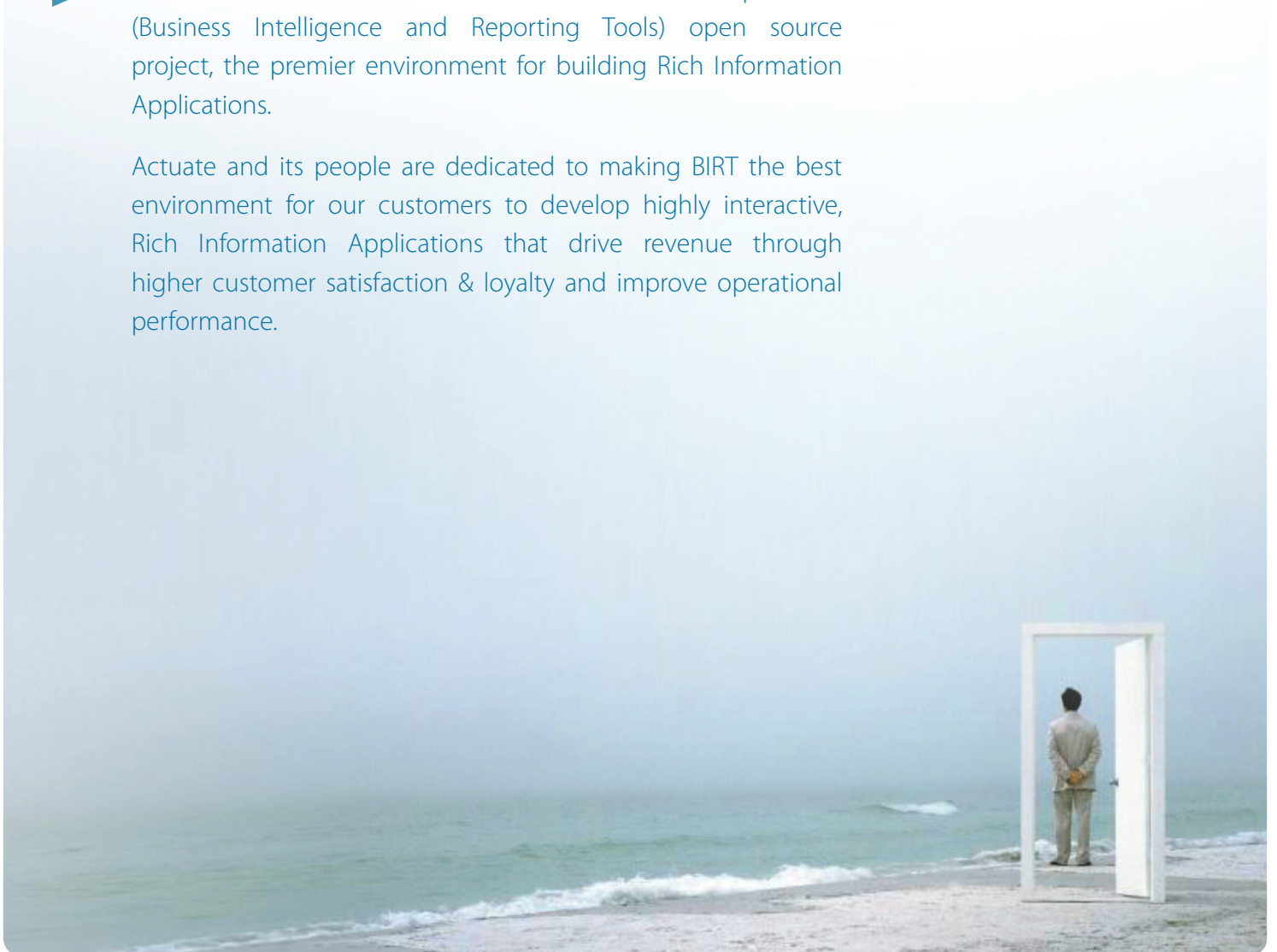
*The people behind BIRT™*

Corporate  
Brochure

## Actuate – the people behind BIRT

- Actuate founded and continues to co-lead the Eclipse BIRT (Business Intelligence and Reporting Tools) open source project, the premier environment for building Rich Information Applications.

Actuate and its people are dedicated to making BIRT the best environment for our customers to develop highly interactive, Rich Information Applications that drive revenue through higher customer satisfaction & loyalty and improve operational performance.



## Meet BIRT

BIRT is an acronym for Business Intelligence and Reporting Tools, one of the most widely used open source Business Intelligence tools in the market and the premier Rich Information Application development environment. BIRT is an Eclipse Foundation project that was co-founded and continues to be led by Actuate.

In initiating BIRT, Actuate observed a movement towards richer, interactive interfaces for business and consumer facing web applications as well as realizing the disruptive nature of open source and the competitive edge it brings. Actuate took advantage of both of these trends and continues to oversee the evolution of BIRT and the BIRT community. Developed in collaboration with the Eclipse Foundation and countless developers, Actuate BIRT offer options for creating Rich Information Applications (RIAs) that feature interactive content, dashboards, mashups, and more.

## Community Driven

BIRT has become the de-facto standard in open source Business Intelligence with over 6.5 million downloads and over 1/2 million developers during 2008; amassing at a rate that surpasses all other open source BI competition. Individuals with BIRT development skills are commonly available, ensuring a premium does not have to be paid for specialized development or deployment using BIRT.

BIRT brings the benefits and popularity of open source to customers with its huge number of developers, thriving community, technology independence and flexibility.

Actuate fosters an open and vibrant business environment by bringing the BIRT community together at [www.birt-exchange.com](http://www.birt-exchange.com) and its open marketplace. On [BIRT Exchange](#), application developers can access and share knowledge and resources relating to BIRT in addition to showcasing applications and services built using the BIRT technology.

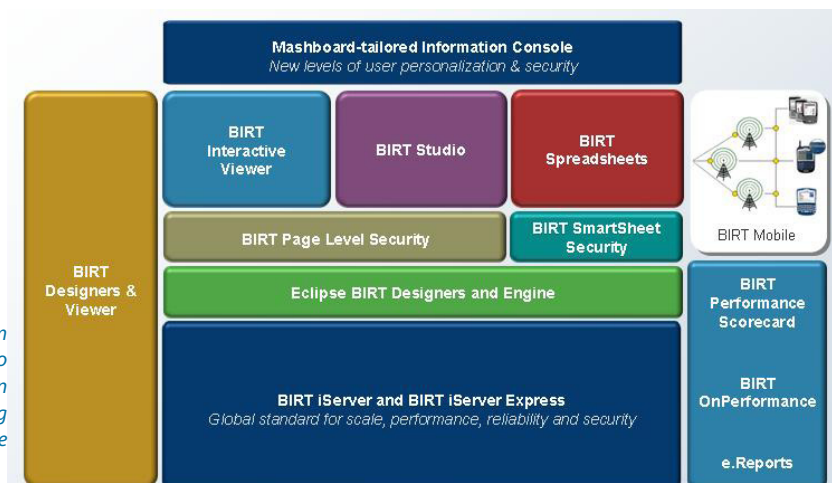
## BIRT- The Premier Rich Information Application Development Environment

Highly adoptable Rich Information Applications provide consumers interactive, personalized content. These applications support Web 2.0 technologies such as Adobe Flash, Adobe Flex and AJAX in multiple output formats such as print, PDF, Excel, Word and interactive Web dashboards.

Actuate's BIRT-based tools can be deployed in any pre-existing or new development project to create a progressive environment that allows developers, power users and end users to create, use and evolve applications rich in interactivity, depth, span and complexity. With BIRT at its core, the Actuate suite of products creates an environment that is virtually boundless; an infrastructure in which to build and deploy Rich Information Applications without limits.

## BIRT-BASED RICH INFORMATION APPLICATIONS

- > **FINANCIAL SERVICES**  
*Create self-service information portals for corporate, personal banking & wealth management that offer greater customer value*
- > **WEALTH MANAGEMENT**  
*Allow advisors & clients to collaborate effectively, make well-timed decisions to successfully grow portfolios*
- > **AGENT AND BROKER PORTALS**  
*Retain agents & channel partners by delivering tools that allow easy analysis of account positions & focus on growing revenues*
- > **HEALTHCARE**  
*Positively impact services delivered to patients & get the information necessary to ensure operational excellence & regulatory compliance*
- > **STIMULUS MANAGEMENT**  
*Demonstrate how federal dollars are being spent by delivering KPIs to stakeholders that effectively communicate outcomes*
- > **GOVERNMENT**  
*Meet regulatory requirements & improve service quality while strengthening cost controls & accountability*
- > **SUSTAINABILITY MANAGEMENT**  
*Examine the implications of business decisions upon the environment, reduce costs associated with energy consumption & inefficiency*
- > **HUMAN RESOURCES**  
*Securely deliver compensation, benefits, investment & employee review information, allowing HR departments to cut costs and remain strategic*



	1995	First object-oriented report development environment		1996	First UNIX-based Enterprise Reporting server		2001	First Spreadsheet Generator		2004	Founded Eclipse BIRT Open Source Project
				1997	First collaborative features that allow users to share on-demand reports					2005	BIRT 1.0

## Rich Information Applications for Intranet & Extranet

Actuate meets the information needs of the enterprise by providing technology that builds both intranet and extranet information applications on the same platform and infrastructure. BIRT-based performance management, reporting and business intelligence applications typically reside inside the firewall and help enterprises manage and run their business in the most effective way. As information applications become successful and highly adopted, organizations must expand their use for larger user populations outside the firewall. Dependability and high performance become crucial business requirements at this stage. Actuate continues to be the market leader in building and maintaining rich, outside the firewall, customer-facing self-service information applications that increase loyalty and open new review opportunities. These applications are built on the BIRT iServer and provide high availability, security, reliability and scalability performance for mission-critical applications serving very large user communities.

Both intranet and extranet applications built using Actuate share the same application infrastructure, portal and integration APIs including BIRT Information Objects, web services and security integration through the BIRT iServer. Multiple, flexible deployment options include embedding BIRT content into existing applications, delivering information

via Flash dashboards or deploying interactive content to any web page with an elegant JavaScript API.

## High Performance Rich Information Applications – the Actuate Way

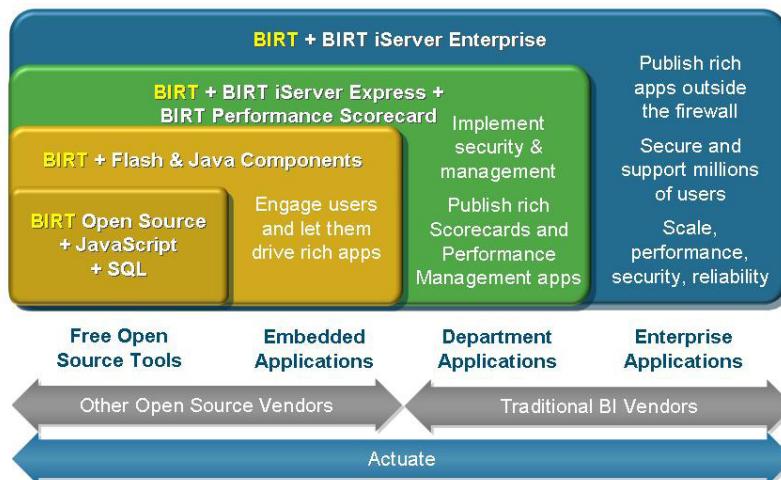
The Actuate deployment architecture is built around the BIRT iServer, an information server that scales to support millions of users. The BIRT iServer offers load-balanced, J2EE server clusters with no single point of failure, and failover safeguards to ensure user requests are always routed to an available server with the lightest computing load. BIRT iServer is architected to:

- Support server consolidation initiatives through the centralized deployment and maintenance of multiple information applications on a single server
- Provide linear, industry-leading scalability to users inside and outside the firewall via heterogeneous UNIX, Linux, and Microsoft server clusters
- Deliver high availability and performance via automatic server failover, load balancing, and online hot backup

Actuate deployments can scale at the presentation, generation and storage tiers, independently, based on system performance requirements. Actuate is the only vendor to provide comprehensive disclosure of all benchmarking processes, results and conclusions.

## WHY ACTUATE FOR RICH INFORMATION APPLICATIONS

- Open source BIRT based technology that integrates into the existing product line
- Expanding developer base and community support from the Eclipse foundation and BIRT Exchange
- Brochure quality reporting, interactive web reporting, spreadsheet reporting and an integrated performance management, built on an open infrastructure
- Support for any data source including databases, data warehouses, transactional systems, XML, RSS feeds, WSQL, and scripted sources like Java and JSon - all in one design
- Web 2.0 programmability, reusable components, advanced scalability and multi-project support
- Progressive design architecture to encourage IT and end-user collaboration and increase information adoption
- Scalable server generated spreadsheets with SmartSheet security
- Multiple output formats such as print, PDF, Microsoft Office and interactive Web dashboards
- Optional use of metadata for lower costs and time to market
- Best solution for large, highly scalable, secure information applications
- Industry leading integration capabilities including SOAP, web services, URL and Javascript APIs to access and integrate BIRT content anywhere
- Native mobile solutions for iPhone, Android, BlackBerry, Windows and other mobile devices



BIRT provides deployment flexibility; from embedded to departmental to enterprise

2006 BIRT 2.0

2007 Exceeded 1 m BIRT downloads

2008 BIRT 2.3

2008 Actuate 10

2006 Actuate 9 First Commercial BI Platform to integrate open source technology

2007 BIRT Exchange launched

2008 Exceeded 6.5 m BIRT downloads

2009 1/2 million developers

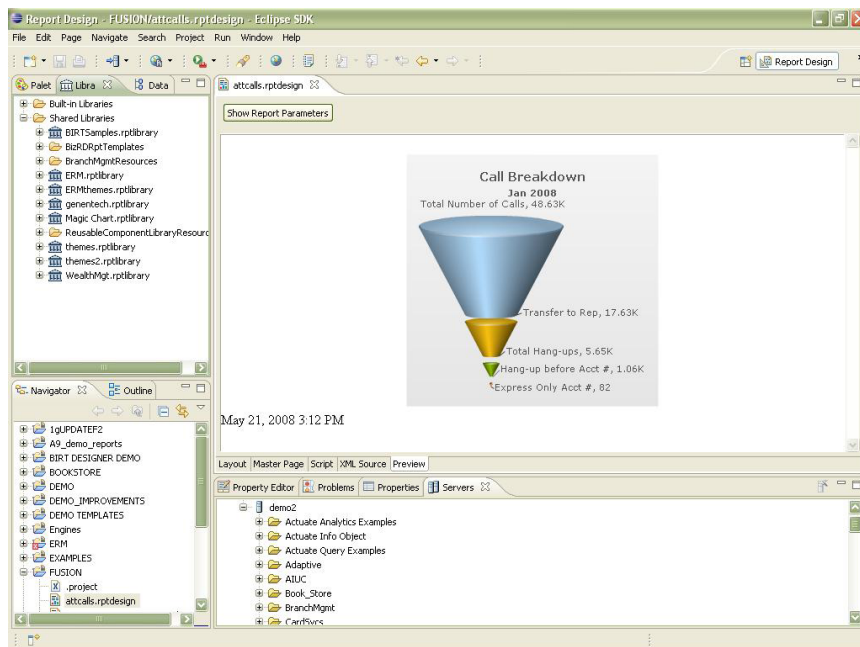
## Information Tailored to Each Type of User

Actuate's BIRT based Rich Information Applications meet the varying needs of different users throughout the enterprise:

- Portals that give employees, customers, and partners the information they need anywhere in the world
- Interactive, Web-based reports built from pre-defined BIRT templates
- Interactive content that lets users personalize and customize views with a few keystrokes
- Dashboards that managers use to monitor up-to-the-minute key performance indicators
- Dynamic spreadsheets that are automatically populated with current information and precisely formatted for analysis or publishing
- Ad hoc queries that users can run to create data sets for manipulating and analyzing  
*The BIRT Designer*

## About Actuate

Actuate offers value-add BIRT products and services that speed the development process and bring additional functionality, interactivity and enterprise scalability to BIRT-based Rich Information Applications. Actuate has over 4,600 customers globally in a diverse range of business areas including financial services and the public sector. Founded in 1993, Actuate is headquartered in San Mateo, California, with offices worldwide. Actuate is listed on NASDAQ under the symbol BIRT. For more information, visit the company's web site at [www.actuate.com](http://www.actuate.com).



## MANAGEMENT

### PARTNERS

#### **BIRT Premier Partners**

Cognizant Technology Solutions  
IBM

Syntel, Inc.

Wipro Technologies

#### **Strategic Technology Partners**

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Oracle

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Red Hat

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