



FOR IMMEDIATE RELEASE

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## **Elixir Technology and TREND Communications Announce Strategic Partnership to deliver Business Intelligence to Indonesian Consumers**

Singapore, March 18, 2008 – Elixir Technology (Elixir) is proud to announce today a partnership with TREND Communications International (TRENDcom), a Data Warehouse- and network convergent (charging, billing and customer care) solution provider, to promote Elixir's award-winning Business Intelligence product, Elixir Repertoire, to the Indonesian market.

Designed for acquiring, aggregating, and activating key performance information, Elixir Repertoire transforms corporate information into highly interactive and user-friendly dashboards to drive business decisions and improve operational efficiency. With out-of-the-box features encompassing Dashboard, Report, Data ETL and Scheduling, Repertoire significantly reduces the time and complexity to integrate and deliver various Business Intelligence functionalities, thus increasing the ROI by accelerating the time to market.

"Elixir is the best tool of its class in providing a balanced combination of cost and functionality," quipped the CEO of TRENDcom, Mr. Werner Armand Noz, who has 30 years of proven field experience in building data warehouses for many organizations. "Packed with the latest Web 2.0 BI innovations like BI-as-a-Service, Elixir stands heads and shoulders above the bigger brands we have previously worked with, while delivering the ROIs that is the increasingly key factor for many of our customers,"

Agreeing to this, Mr. Lau Shih Hor, CEO of Elixir Technology, highlighted, "The introduction of Elixir Repertoire in Indonesia opens a new alternative for customers seeking to deploy an exceptionally powerful, yet affordable business intelligence solution."

Already both companies are actively pursuing various prospects particularly in markets like BI and Data Warehousing solutions for telecommunications industry. With TRENDcom's longstanding domain and technical expertise, coupled with Elixir's continuing innovations, investing in Business Intelligence will start to make sense.

## **About TREND Communications**

Established in 2005, TREND Communications International was created by a group of senior telecommunication experts, who have worked for more than a decade for a leading private international JV cellular operator in Indonesia. TREND Communications International provides cutting edge professional services in Telecommunication IT and Network convergent solutions.

TRENDcom has currently over 50 consultants focused exclusively on operating and supporting convergent customer care and billing systems in the Asia Pacific region.

For more on TRENDcom, please refer to <http://www.trendcom-intl.com>.

## **About Elixir Technology Pte Ltd**

Elixir Technology provides Integrated Business Intelligence with Elixir Repertoire™ - an award-winning product for Dashboard, Reporting, Data ETL and Scheduling.

With its flagship product, Elixir Report, sold to over 600 customers across 50 countries, Elixir Repertoire completes the entire Business Intelligence lifecycle to realize the full return of investment.

Since the launch of Elixir Repertoire in mid 2006, Elixir has received several industry awards such as the German Mittlestand Award for Mid-Market Reporting, Red Herring 100 Asia Finalist, the APICTA Award Team Singapore and the Deloitte Technology Fast 500 Asia Pacific 2007

Headquartered in Singapore with an R&D arm in UK, Elixir is represented by a worldwide network of partners in US, Europe, and Asia, including Greater China and Japan.

For more on Elixir, please refer to <http://www.elixirtech.com/>.