

NEWS ALERT

Gartner says C3 only Cool Data Vendor in Australia 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 given the 'cool' gong.

According to C3's Managing Partner, Conrad Bates, [Gartner](#) saw C3 Integrity as cool because of its ability to help business users acquire and analyse data with the end result being better decisions, faster.

"Gartner liked the fact that C3 Integrity could be set up and run by the business without requiring IT expertise," said Mr Bates. "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 endorsement 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 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.

ENDS.

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Excerpt from Gartner's 2011 Cool Vendors: Data Management & Integration

Why We're Cool According to Gartner...

"C3 Business Solutions offers a simplified set of tools to help business users acquire and analyze data with the aim of helping them make good decisions faster using information stored in spreadsheets and disparate databases. The C3 Integrity product can be set up and run by the business to consolidate data, using a Web-style interface, in conjunction with data validation and user audit functionality. Business users can define, change and adjust rules on datasets without needing IT expertise. Users are offered capabilities to perform automated data submissions, contribute data directly from within Microsoft Excel through an Excel add-in, and to use an iPhone interface to upload information for a variety of datasets. A data validation process enables the identification of data quality issues and helps ensure completeness. Security and auditing mechanisms enable users to accept cleansed data while tracking an audit trail of data source authentication. Data uploads and submission processes can be configured by business analysts for datasets including Excel, Access, CSV, fixed-width and XML-standard data formats. C3's technology supplements, rather than replaces, larger and more established vendors' technologies for data warehousing and business intelligence (BI) platforms. Functions are provided through a business-oriented approach to integrating data, primarily for BI initiatives, with the goal being accelerated time-to-value at reduced cost."

The Challenges we solve according to Gartner...

"Data acquisition problems that extend across departmental silos are not new to organizations. When needing to provide information rapidly to meet demands, many businesses, especially smaller enterprises, have become accustomed to accessing spreadsheets and databases on their own and they may resist a different, though more efficient, way to consolidate data. The argument that "we are already getting the data now" suggests that technologies to automate data acquisition and data quality processes primarily benefit the IT department, rather than the business. C3 Integrity offers potential for increasing the involvement of stakeholders and users in validating data, as part of the data consolidation process. But the vendor's ability to appeal to business stakeholders, as well as leaders of data management initiatives and related architecture efforts, will be key to its becoming part of BI initiatives or operating within an enterprise-scale information management infrastructure."

Who Should Care according to Gartner...

"Data stewards, information architects and leaders of information management programs wrestling with data silos (such as departments that have spreadsheets and databases on their own in homegrown applications) should consider C3's technology when data management initiatives are under pressure to accelerate implementation times and curb proliferations of data silos (at reduced cost), while also needing to solicit heavy user interaction with data. Midsized enterprises augmenting mitigating strategies should consider the technology a lightweight, business-friendly tool to augment the standardization of how information is acquired and used, and thereby increase the ability of information to be used synergistically. A bidirectional flow of information between users and data stores results in business people needing more consistent and better-quality information, such as to support a CFO's annual budget developed in Excel, along with the capabilities to share, receive and provide data to various parts of the business."

Read the full article... http://www.c3integrity.com/assets/gartner_article_c3_cool.pdf