



For Immediate Release

WCI Consulting Launches Instant Access to Provide Instant BI Mentorship for End-Users

*New Chat- and Phone-based Service Helps Improve End-User Adoption of
BI Tools by Providing Instruction at Users' Point-of-Need*

DALLAS—Feb. 2, 2012—WCI Consulting, a leading [business intelligence](#) (BI) consulting firm, today launched Instant Access, a new service that offers instant BI knowledge and instruction for end-users of business intelligence technology.

Unlike traditional support “pillars” for BI tools – including training, IT support and consulting – Instant Access helps end-users at their points-of-need, providing personal training when it matters most, in an easy-to-access, affordable format.

“For years, BI strategies have been plagued by insufficient end-user adoption and inadequate support,” said Marty Carney, chief executive officer for WCI Consulting. “Instant Access solves those problems by providing an instantaneous, low-cost means to provide timely end-user instruction.”

Participating users contact the Instant Access experts via a live chat tool that is integrated into their BI application of choice. There are no service levels or tickets. Users receive [instant BI mentorship](#). Instant Access uses a “Consulting-as-a-Service” (CaaS) model that provides a subscription-based financial model and changes the way users of BI tools consume training services.

“Instant Access begins with live chat with North American-based BI professionals, but if that method isn’t sufficient, then we’ll call the client, or make an in-person visit if needed,” said Carney. “Our goal is to help users quickly achieve their deliverables, while teaching them how to handle future scenarios. The ultimate result is increased end-user adoption.”

Instant Access is available in several packages, including:

- **For Individuals** – provides chat- and phone-based instruction on an individual basis
- **For Organizations** – includes an [end-user adoption program](#) that could provide a full-time BI professional on-site for extended periods of training and support
- **For Your Customers** – provides support for companies whose customers access a BI Web portal to create customized reports

Chris Hagans, vice president of operations at WCI, says Instant Access was born through years of business intelligence experience.

“We’ve conducted numerous business intelligence implementations across companies of all sizes, and the common thread throughout those projects was the need for ongoing, personalized support to enhance end-user adoption and project success,” said Hagans.

Keith Metcalfe, vice president of sales and marketing at WCI, adds that the diverse background of WCI experts makes Instant Access effective and affordable.

“Our experts have worked in all ‘pillars’ of [business intelligence training and support](#), and we’ve never been able to ensure user adoption at an affordable price – until now,” said Metcalfe. “With Instant Access, users of BI tools can now have access to an experienced, knowledgeable resource that delivers true mentorship at a fraction of the cost of traditional training and support models.”

For more information about Instant Access visit www.instantaccessbi.com.

About WCI Consulting

Headquartered in Dallas, WCI Consulting focuses on mastering the technology and tools essential to business intelligence and applies the most effective and appropriate solutions

to help clients turn data into valuable business information. More information is available online at www.wciconsulting.com and www.instantaccessbi.com.

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