



For Immediate Release

Impact of Mobile Business Intelligence to Grow in 2012 Says WCI Consulting

*Mobile Devices Creating Numerous Data Sources;
BI Tools Analyze, Report Business Information at Users' Fingertips*

DALLAS—Dec. 16, 2011—Mobile-based business intelligence (BI) will remain an important and growing industry trend in 2012, according to WCI Consulting, a Dallas-based provider of BI solutions.

According to a Gartner Inc. report, by 2013 more than 33 percent of [business intelligence](#) functionality will be consumed by handheld devices, and the number of BI users will increase substantially and include a more mainstream audience.

Keith Metcalfe, vice president of sales and marketing at WCI, says that as the availability and adoption of smartphones, tablets and other mobile devices continues to explode, this technology will incessantly create new, untapped data streams that companies must identify and leverage to create a competitive advantage.

“In 2012 and beyond, [business intelligence tools](#) will play a vital role in aggregating, analyzing and reporting information from mobile-based sources” said Metcalfe. “Mobile devices will also continue to provide a faster, more convenient means to access and interact with vital BI reports and dashboards, which leads to more timely decision making at any time and any location.”

An SAP Mobility Partner, WCI helps companies turn their data into valuable business information by applying an efficient and effective methodology for success. WCI's goal is to help companies better understand their data and enable smart, timely strategic decisions.

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.wiconsulting.com.

#

Media Contact:

Jeff Green

greenj@mbapr.com

+1-214-521-8596