

## **Aha! Analytics Platform Brings the Aha! Moment to Every Employee Across Enterprises**

*Exclusive interview featuring Aha! Software's Mark Teflian*

**Denver, CO (PRWEB) April 21, 2009** – Mark Teflian, Cofounder & CEO of Aha!, recently participated in an exclusive interview with Ron Powell and the BeyeNETWORK ([www.BeyeNETWORK.com](http://www.BeyeNETWORK.com)). In this interview, Teflian explains how the Aha! Analytics Platform enables the rapid development of both predictive and collaborative analytics to business users – this approach creates a closed-loop analytic system that allows users to simply click to measure, monitor, predict and forecast.

“Aha! has changed the game in how and how fast, business can compete on analytics,” says Mark Teflian, Cofounder & CEO of Aha!. “Aha! software enables business users to leverage the full range of analytics to move to powerful outcomes through closed loop, collaborative, and self service innovation that has been missing in BI and reporting offerings, and data mining tools. Aha! has closed the gaping hole between producers and consumers of models through our platform, engine and language – bringing the Aha! moment to every employee within or across enterprises.”

“The Aha! approach to analytics is unique – the Aha! Analytics Platform enables the rapid development and deployment of analytics solutions,” says Ron Powell, Cofounder and Editorial Director of the BeyeNETWORK. “Aha! tackles the problems that up until now have been too difficult or too expensive to solve.”

[To listen to the interview, please click here.](#)

The BeyeNETWORK Spotlights are intuitive dialogues with innovative solution providers, and these spotlights provide a cutting-edge introduction to the new products and services of interest to the business intelligence community. The Network publishes six newsletters serving more than 115,000 readers across a wide variety of industries, making it the largest newsletter-based information source for business intelligence, performance management, data warehousing, data integration and data quality.

### **About Aha! Software**

Founded in 2006, [Aha! Software](#) provides a new generation of analytics software for business to compete on analytics in a way that was not possible before now. The Aha! team has more than 200 years of experience in analytical sciences, software development, and world class IT systems. Aha! fuses operations research, management science, and software together to help businesses of all types and sizes to optimize their business outcomes. Aha! launched its first products, Axel and Max in 2007 and has a strategic partnership with Connexions Inc. Aha! Software LLC is a privately held company located near Denver, Colorado.

### **About BeyeNETWORK**

[BeyeNETWORK](#) is an online network of sites that provide free resources for business intelligence professionals. The Network offers media in a variety of formats to fit the needs of Network subscribers and visitors, leading the industry with news, articles from industry experts, newsletters, executive spotlights, podcasts, expert-hosted channels and blogs. Our coverage extends beyond business intelligence to include information management, data warehousing, analytics, performance management, data integration, information quality and data governance. For more information, visit the flagship website at [www.BeyeNETWORK.com](http://www.BeyeNETWORK.com).

This press release is based upon information provided by the Company. The BeyeNETWORK does not independently verify statements made and has no obligation to update these statements after the date of release.

Contact:

**BeyeNETWORK**

Katie Rostermundt

[krostermundt@b-eye-network.com](mailto:krostermundt@b-eye-network.com)

+1-262-780-0202

Contact:

**Aha! Software**

Bruce Bacon

[bbacon@ahasoftware.com](mailto:bbacon@ahasoftware.com)

+1-303-945 3320