



FOR IMMEDIATE RELEASE:

LUMINA and NOVIX announce a Joint Venture to Develop and Market a Web Platform for Enterprise-Level Integrated Business Planning

Silicon Valley, CA, June 8th 2009 - Novix and Lumina Decision Systems, Inc announce the joint development of a powerful web-enabled solution that supports enterprise needs for [integrated business planning](#) based on Lumina's Analytica™ Decision Engine.

This Enterprise Integrated Business Planning Platform (EIBP) is not simply a business intelligence tool for understanding historical data – looking backward. The power of the EIBP lies in its ability to look forward, planning future strategies to cope with turbulent markets and their attendant risks and opportunities. The EIBP lets organizations rapidly evaluate, in an integrated approach, a wide range of key decisions for pricing, marketing, operations, supply contracts, capital investments, capacity expansion and more.

The EIBP shows all the logic, data and documentation of business planning as intuitive influence diagrams. It gives clear visualization of all formulas -- to avoid the black-box syndrome. It offers a very intuitive and simple graphical interface, accessible via the web, with superb calculation power and stability. And all that owned and controlled by Financial Planning analysts.

The EIBP architecture allows optimization of hardware resources and facilitates IT backup security processes. The EIBP lets analysts explore business alternatives through user-specific workspaces. A Public workspace facilitates coordination of official Business Plan versions while working on the planning process. This shared workspace solution facilitates collaboration for risk and business analysts and the Corporate-level decision makers.

The integrated file manager contained in the EIBP allows importing and exporting data from: flat files, spreadsheets, databases, data cubes, etc. Inputs can be automated from integrations with any existing transactional system, as well as critical live market or trend data such as: regional or global weather, consumer trends, and fluctuations in, labor, goods, services, currencies, etc. This use of business performance indicators and market drivers creates a very powerful tool for business forecasting.

The EIBP features user and administrative controls using windows active directory. Customization of views and model-browsing aids can also be controlled by user and user group.

With Lumina's long experience as a developer of [business software](#) and the Novix's track record of developing corporate [forecasting models](#) this joint offering is positioned to be a useful and practical decision tool for large enterprises around the globe. Max Henrion, CEO of Lumina states, "We are excited to be bringing this planning tool that will help corporations to cut costs and explore opportunities in the face of the current turbulent economy."

For additional information on the Lumina / NOVIX Enterprise Integrated Business Planning Platform, or to request a web-demo call Nicholas Kretz at 650-212-1212 ext. 2 or email nkretz@lumina.com

ABOUT the Companies

Lumina, Inc. develops and markets technologies that assist individuals and organizations make effective decisions. Lumina's flagship product, Analytica™, is a quantitative decision-support environment that aids in business decisions with clarity and power beyond what is possible with spreadsheets.
www.LUMINA.com

NOVIX, Inc. is a global consulting firm assisting businesses in analyzing strategic operations, finance and risk using Integrated Planning Models based on the Analytica™ decision engine.
www.NOVIX.com

ABOUT E-ndeavor Program Management, Inc.

[E-ndeavor Program Management Inc.](#) designs, develops and implements internationalization and trans-cultural marketing programs for companies from around the world. Our more than 20 years of experience and successful international track record allow us to empower our global clients such as NOVIX Inc. and help them take advantage of what International markets have to offer.

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