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Information Builders Recognized by CEEdMA for Impact In Education *Customer-Facing Education Team Honored for Technology Initiatives*

Santa Clara, CA and New York, NY – May 23, 2011 – Information Builders, an independent leader in [business intelligence \(BI\)](#) solutions, and The Computer Education Management Association (CEEdMA), the premier networking organization for training executives, managers, and professionals, today announced that Information Builders’ executive director of Customer Education, Kristin Devlin, was recently honored at CEEdMA’s Spring Conference. Devlin received the CEEdMA Impact Award, which recognizes outstanding quantified results in training. Information Builders provides BI and [integration](#) solutions to businesses, higher education institutions, and governments. The company turns data-intensive information to help thousands of organizations make evidence-based decisions.

Information Builders’ Customer Education team received the award for an initiative it executed on behalf of its customers. The project had a key training component and included rebuilding the customer-facing website, adding a single-source multiple output content management system and producing a series of new training products based on existing materials. The result was a significant increase in website traffic and website-driven training revenue, without adding to headcount. This comprehensive initiative enabled Information Builders to extend its reach into its customer base and improve users’ experiences with the company’s products, ultimately leading to a higher level of user adoption. The team’s vision, strong execution, bottom line impact, and clearly quantified results not only improved sales and reach into the customer base, but also were factors in CEEdMA’s highly selective judging criteria.

“I am extremely pleased to recognize the outstanding work done by the Education team at Information Builders and the impact it has had on their company and their education business,” said Pat Durante, president of CEEdMA. “Customer-facing education teams within high-tech companies are under enormous pressure to do more with less in the current economy and the approach taken here shows just how creative and innovative educators can be when faced with such challenges.”

According to Gerald Cohen, president and CEO of Information Builders, “The team’s new technology approach will go a long way towards streamlining business processes while gaining significant trust from our consumers.”

About CEEdMA

Established in 1991, CEEdMA is the premier networking organization for training executives, managers, and professionals on a management path within hardware and software companies. CEEdMA's over 300 members, representing more than 70 technology companies, benefit from a range of exclusive services including bi-annual industry surveys, bi-annual conferences, monthly newsletters, an "ask the members" forum, and special interest groups. For more information about CEEdMA, please visit www.cedma.org or contact Jon Regan at marketing11@cedma.org or (408) 417-0268.

About Information Builders

Information Builders provides software and services that bring smarter decision-making and streamlined processes to leading organizations in business, government, and education worldwide. The company's software is installed in tens of thousands of locations, servicing millions of users. Its [WebFOCUS](#) business intelligence (BI) platform delivers massively scalable information applications, analytics, and customer-facing portals to the new generation of information users to deliver game-changing business results. Its [iWay Software](#) integration platform allows enterprises to leverage all of their information resources to streamline internal and business-to-business processes while escalating the overall accessibility and integrity of information regardless of environmental complexity. Headquartered in New York City with 60 offices worldwide, the company employs 1,350 people and has established significant industry partnerships. Visit Information Builders at informationbuilders.com. For ongoing news, go to informationbuilders.com/new or follow Information Builders at [@infobldrs](https://twitter.com/infobldrs).

Social and media tags

business intelligence,bi,education,cedma impact award,customer-facing website