



THE HALO EFFECT

NEWSLETTER

April 2014 Edition



CEO Corner

Welcome to the new issue of *The Halo Effect*

Wow! A lot has happened since our last newsletter. At Convergence 2014, more than 60 of our customers joined us for a Lunch & Learn and shared their testimonials about how Halo's holistic BI solution are helping them increase their bottom line. In case you missed it, you can [check out the session](#) here. We recently announced our...

[Read More Here!](#)



Halo Product News

Halo BI Announces Halo Source 7.5, Expands Holistic Business Intelligence Platform

[Halo Source 7.5](#) is another step on the path to bringing enterprise-level data warehouse and business intelligence capabilities to the mid-market. Read more about this exciting update to our original platform that will help mid-size companies quickly analyze data and make better decisions the same way larger enterprises do.

[Learn More Here!](#)

Halo Insight

Is Your Company Ready to Deploy Business Intelligence Intelligently?

Halo BI CEO Ray Major expresses his thoughts on a wide array of



issues, trends and ideas that impact BI in his brand new blog called [MajorBI: All Things Business Intelligence](#) featured on the IEEE Computer Society 'Computing Now' website. Read his inaugural post on whether or not companies are deploying BI intelligently.

[Learn More Here!](#)



Customer Success Story

Belt Service Corporation talks about the ease of implementing and managing Halo BI

Beltservice Corporation IT Manager, Thomas Turney, talks about the ease of implementing and managing Halo Business Intelligence, and how augmenting Dynamics AX with Halo BI saved the entire company thousands of sheets of paper, hundreds of man hours, and countless reporting headaches!

[Learn More Here!](#)



Halo Webinars

BI + Predictive Analytics = Predictive Intelligence

View the replay of our recent webinar on combining predictive analytics with business intelligence to create “predictive intelligence.” In most organizations, advanced analytics (aka data science) and business intelligence exist in separate worlds. BI lacks the ability to see into the future. Data science lives in a silo and...

[Watch Replay Now!](#)

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