

FOR IMMEDIATE RELEASE

Acumen Analytics approved for IBM PartnerWorld status

Philadelphia, PA - April 15, 2014 - Acumen Analytics is pleased to announce the company's new IBM PartnerWorld membership.

Following an application process, Acumen Analytics now joins other companies, globally, who are recognized by IBM as providers of unique data solutions and who have clients who may be interested in an IBM end-to-end solution. Acumen Analytics is vendor neutral, providing the best solution for a clients' particular needs and requirements.

"Acumen Analytics unique industry focus on life sciences and workplace solutions and our passion to make the data solutions we provide extremely accessible, visually, are some of the reasons we will choose to partner with IBM. We will always choose the best fit for our clients - and pride ourselves on being completely vendor neutral. That being said, we do work very well with the IBM PartnerWorld teams, and they seem to enjoy our experience and depth of client interaction," says Kathleen Brunner, CEO of Acumen Analytics.

The membership was formally effective as of March 31, 2014.

About Acumen Analytics:

Acumen Analytics, based in Philadelphia, PA, is a WBE certified information management and analytics consulting firm focused on helping clients leverage their data, technology and organizational assets to create strategies and deliver solutions that drive business outcomes. While Acumen Analytics' consultants have specific industry expertise in life science and human resource management, their capabilities span across many industries and business functions, providing information management strategy, data management and architecture, business intelligence and advanced analytics that measure performance, identify opportunities, and forecast the future efficiently and more cost effectively.

About IBM PartnerWorld:

IBM's vision is to bring a new level of intelligence to how the world works - how every person, business, organization, government, natural system, and man-made system interacts. Each interaction represents a chance to do something better, more efficiently and productively. And as systems become smarter, meaningful new possibilities for progress exist.

Joining PartnerWorld gives partners access to the resources needed to begin building and selling IBM- Based solutions, products and services and easy access to valuable benefits, tools and support that can transform your business, today and tomorrow. PartnerWorld helps companies promote their offerings and increases visibility to drive demand for their IBM-based solutions. Included are training and education to help companies deepen their skills and provide the consultative capabilities that are critical in today's market.

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