

FOR IMMEDIATE RELEASE

New ChristianSteven Software-VAR Partnership Helps Companies Uncover Cost-Cutting Measures with BI Automation

“Business intelligence software's time is now,” declares BusinessWeek. ChristianSteven seeks BI VARs and consulting partners that want to benefit from the renewed interest by helping companies automate generation and distribution of quality BI reports.

Charlotte, NC, October 1, 2009 – ChristianSteven Software Ltd., provider of business automation and BI report scheduling software, announces a new partnership with The VAR-City channel experts to launch their [new channel program](#) in North America. “We’re excited to introduce to resellers a channel program that complements our established international program, and we’re especially pleased to have Ken Beam of The VAR-City on-board and running it,” says ChristianSteven CEO Christian Ofori-Boateng.

BI software is presently viewed as a recession buster, but companies that look to BI to improve profitability typically find that BI alone isn’t the answer. Information delivered much too late still forces many executives to rely on gut-feel when making critical decisions. Despite BI’s long-standing issues, executives remain committed to business analytics and BI use.

“ChristianSteven helps companies overcome traditional BI problems, because consumers of SAP, Access, and SQL data can automate the generation and distribution of new BI reports whenever data changes or event(s) occur,” says Ofori-Boateng.

“Anybody involved with business intelligence, specifically, resellers with expertise in Crystal Reports, SQL, and Microsoft Access, will have the opportunity to grow revenues by partnering with ChristianSteven,” adds Beam.

“We’re fully committed to our partners’ growth and success, which is why the new program includes a dedicated channel management team, pre-qualified lead generation, pre- and post-sales support, and a comprehensive on-boarding package with marketing templates and prospecting support. To sweeten the pot further, ChristianSteven has agreed to waive the channel program entry fee for partners that join by December 31, 2009,” says Beam.

For more information or to sign up, go to <http://www.christiansteven.com/partners.html>, or contact Ken Beam at 888-781-8966 x700.

About ChristianSteven Software Ltd.:

ChristianSteven Software (<http://www.christiansteven.com>) is a global supplier of business intelligence and business process automation software to more than 1,000 companies. Each product, including the Managed Infrastructure Services, is structured to ensure it can be customized and scaled to meet the needs of large multi-national companies or those with changing and expanding structures.

With locations in the USA and Europe, ChristianSteven Software's professional personnel ensure that all products and consultancy services are customer-focused and will add quantifiable, bottom-line value by giving company decision makers the critical business information they need to rapidly adjust to changes in their market.

About The VAR-City:

The VAR-City (<http://www.thevarcity.com>) is a Dallas, TX-based channel consulting group with over 100 years of channel expertise on staff. The company blends proven techniques and "Best Channel Business Practices" with emerging technologies and external influences to deliver timely, results-oriented channel consulting services. With more than 25 years of IT industry service, Ken Beam has been dedicated to making the vendor-reseller community a better place to live and work.

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