

**FOR IMMEDIATE RELEASE**

**RLPTECHNOLOGIES RECOGNIZED AS TECHNOLOGY LEADER FOR USING JASPERSOFT  
OPEN SOURCE BUSINESS INTELLIGENCE**

*RLPT Wins BI Category At Ventana Research 2007 Connections Conference*

SAN FRANCISCO – October 24, 2007 – JasperSoft Corporation, the market leader in open source business intelligence, today announced that its customer RLPTechnologies has won the Technology Leadership Award for Business Intelligence at the Ventana Research 2007 Performance Management Leadership Awards. The award, presented at Ventana Research’s annual Connections conference recognizes organizations demonstrating innovative use of people, process, information and technology. Award winners were chosen by an expert research team at Ventana Research, by scoring the submissions based on overall best practices plus alignment of people, process, information and technology and business impact.

RLPTechnologies, a wholly owned subsidiary of R.L. Polk & Co., was recognized for its efforts in leading a re-engineering effort for Polk aimed at building a revolutionary data integration engine to serve as its “data factory.”

RLPT’s flagship solution, OneView360° is a dynamic, metadata-driven data integration platform. As an automated database production solution it enables flexibility and governance over how data from multiple sources is collected, standardized, enhanced, compiled and delivered. OneView360° leverages JasperServer Professional, a standalone and embeddable interactive report server, and JasperReports Professional – the world’s most popular open source Java reporting library and graphical report designer for operational deployments. With JasperSoft, RLPT uses one common UI to expose reports about the health of the “data factory.”

“The Performance Management Leadership Awards are designed to highlight companies that exemplify leadership and show the value of successfully adopting best practices to improve performance.” said Mark Smith, CEO and EVP Research, Ventana Research. “RLPTechnologies’ use of JasperSoft Technology exemplifies innovative use of open source technology, and is to be congratulated for aligning business and IT to accelerate efficiency.”

“Many of the world’s largest and fastest-growing businesses use the JasperSoft Business Intelligence Suite because it is robust, flexible, easy-to-use and affordable to deploy across a wide range of users,” said Nick Halsey, vice president of marketing for JasperSoft. “Many customers view JasperSoft as the strongest open source BI solution available and have used us to add mission critical capabilities to their applications.”

“We are pleased to be recognized as an innovative user of JasperSoft’s BI technology,” said Norm Marks, VP of sales and marketing for RLPTechnologies. “JasperSoft was selected to create flexibility in the development of the operations management console for OneView360°. In the deployment at Polk, this serves as the performance management backbone for surfacing key metrics around data processing workflow, the performance of data enhancement services, and data quality.”

**About JasperSoft**

JasperSoft is the market leader in open source business intelligence (BI). With more than 2.5 million downloads worldwide and more than 7,000 commercial customers in 96 countries, JasperSoft offers the most widely used open source business intelligence software in the world. The JasperSoft Business Intelligence Suite is comprised of an interactive reporting server, graphical and ad hoc report design interfaces, OLAP analysis, an ETL tool for data integration, and a Java reporting library for scalable small, medium, and large enterprises, for use as either stand-alone or embedded business intelligence applications. JasperSoft is based in San Francisco and is backed by leading venture capital firms Morgenthaler Ventures, DCM, Partech International, Scale Venture Partners and SAP Ventures. More information is available at [www.jaspersoft.com](http://www.jaspersoft.com) and [www.jasperforge.org](http://www.jasperforge.org).

**About RLPTechnologies**

RLPTechnologies is a technology company providing specialized data integration, data management, and database production solutions. The company is a subsidiary of R. L. Polk & Co., the premier provider of automotive information and marketing solutions. For further information on RLPTechnologies, please visit [www.rlpt.com](http://www.rlpt.com)

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