



FOR IMMEDIATE RELEASE

DBI Announces Life Sciences Business Unit

Business Analytics consulting firm increases focus on big data challenges in life sciences.

MINNEAPOLIS, MINNESOTA, January 3, 2012 – DBI Consulting, Inc., a privately held business intelligence consulting provider, today announced the formation of its Life Sciences Business Unit in response to the growing demand for expertise in analytics management of complex, high volume, research data.

The creation of the Life Sciences Business Unit represents an important strategic commitment to this industry vertical. It expands on the company's leadership in business Intelligence architecture in an area of significant growth in the Life Sciences applications such as genomics, bioanalytics and agricultural research.

"DBI has a long history of business intelligence and analytics architecture. As more and more clients come to us from the industry, we thought it best to create a business unit to focus on their unique needs," said CEO and Founder, Scott Lien. "Going forward, we will continue to work closely with our clients to set priorities and develop our capabilities in this area while expanding our national reach," said Scott.

"We see a tremendous opportunity to grow by helping our clients accelerate the time to market for their offerings," said Dan Berglove, the DBI CTO who will lead the new business unit. "We have proven capabilities in the deep analytics of big data and we are investing to add capacity as we expand our capabilities and increase our visibility in this vertical."

About DBI Consulting, Inc.

DBI Consulting delivers process and data integration solutions to businesses seeking to better manage their research and operations with data analytics. DBI's deep expertise in data analytics and integration technologies streamline their clients' data delivery systems, increasing their span of control, reducing costs, and improving operational agility. For additional information, call 763-561-4990 or visit www.dbiconsulting.com



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