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REVELWOOD NAMED IBM CUSTOMER ANALYTICS BUSINESS PARTNER OF THE YEAR

Revelwood Receives Prestigious Award at IBM World of Watson Conference, Where Two Clients Showcased Customer Analytics Solutions

PARSIPPANY, NJ—OCTOBER 25, 2016—Revelwood, a business analytics solution provider to Fortune 1000 companies, was named the IBM Customer Analytics Business Partner of the Year among all of IBM's business partners worldwide selling customer analytics software. Revelwood received this award at the IBM World of Watson conference, where two Revelwood clients, Southern Farm Bureau Life Insurance and Cardinal Health, showcased their customer analytics solutions to the IBM clients, business partners and executives in attendance.

"Earning this award was a collective effort between our rapidly growing Predictive Analytics team and our clients who are embracing the emerging field of customer analytics," said Ken Wolf, CEO, Revelwood. "Two years ago we set our strategy to bring in outside expertise to develop and grow our Customer Analytics practice. This included hiring our former client Justin Croft, who was named a 2016 IBM Champion of Analytics to lead the practice, along with Cris Payne, who also brings real-world line of business experience as an expert in the field. Together they have driven our entire team of business and technology experts to become IBM's most engaged, active, prominent and successful business partner for Customer Analytics."

Revelwood Clients Showcase Customer Analytics Solutions at World of Watson

Two of Revelwood's industry-leading clients showcased their customer analytics solutions at the IBM World of Watson conference. Southern Farm Bureau Life Insurance shared their experience creating a data-driven marketing solution that revolutionized its marketing and sales operations. Cardinal Health detailed how it is using predictive customer intelligence for cognitive marketing.

Revelwood Earns Numerous Awards over the Years

Revelwood has earned numerous accolades for its outstanding work in business analytics. In addition to being named the IBM Customer Analytics Business Partner of the Year, Revelwood has received the following awards:

- Ingram Micro Cognos Elite Growth Partner of the Year Award

- IBM Excellence Award
- FP&A Innovation Award for Best Financial Planning & Analysis Tool
- The first IBM partner worldwide to attain IBM Cognos TM1 Gold Accreditation
- IBM Business Analytics Achievement Award
- IBM Beacon Award for the Revelwood BPM Suite

About Revelwood

Revelwood helps organizations grow revenue and profits through the use of data and analytics. We leverage the best of IBM's Analytics technology and Cognitive solutions to optimize operational performance, customer outcomes and financial results. Offering products, implementation services, training and support, we combine IBM's Analytics software with best practices and pre-configured, out-of-the-box applications to help businesses achieve their full potential. Hundreds of successful implementations and proven ROI for Fortune 1000 and mid-market companies are just a few reasons companies turn to Revelwood. Additional information on Revelwood can be obtained by visiting www.revelwood.com or calling 201.984.3030.

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