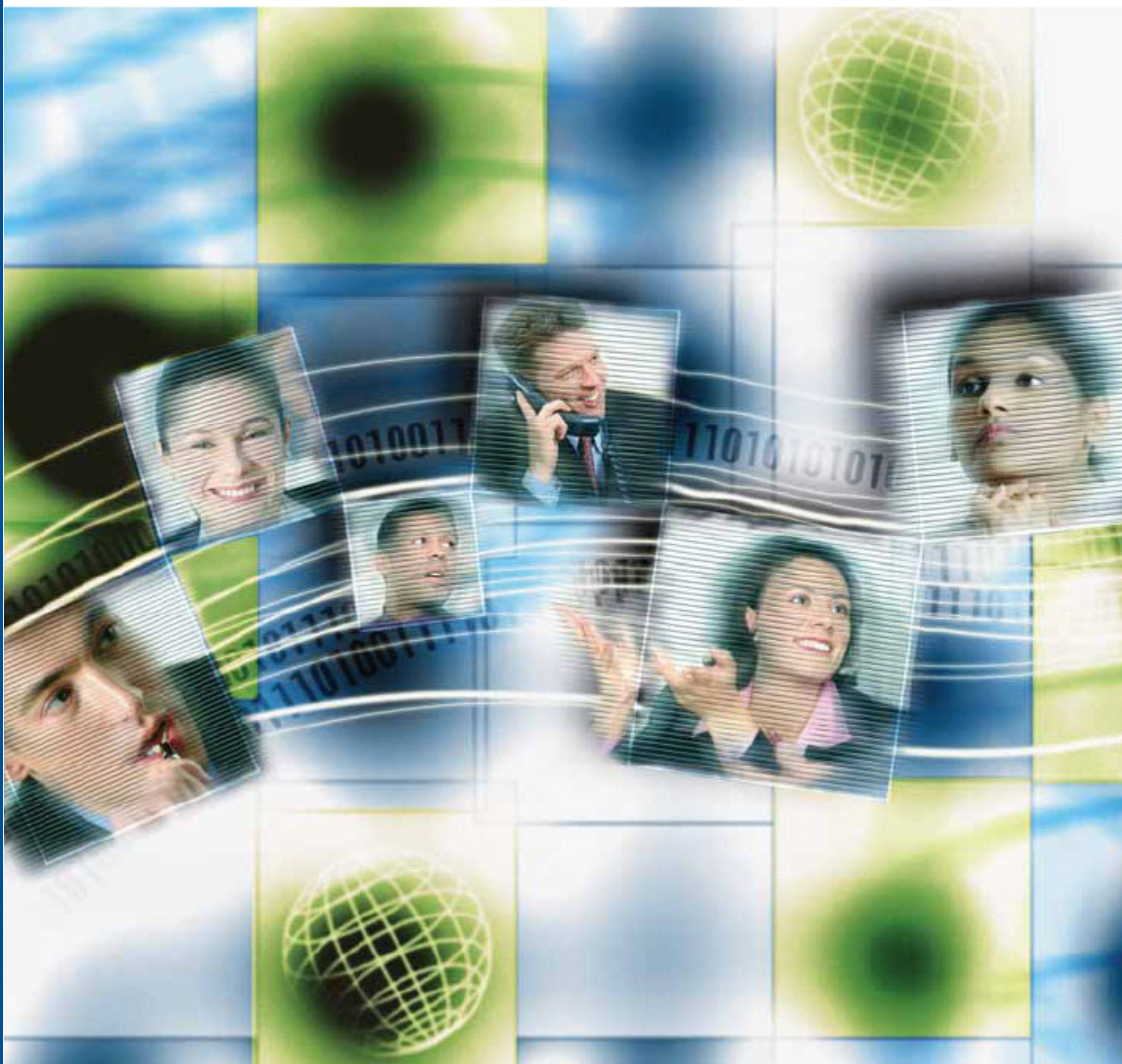




Gilon Business Insight



Mission Statement

Gilon offers powerful enterprise analytical services & solutions. Companies use our solutions to achieve a single, integrated view of their businesses, so they can make better, faster decisions that drive growth and profitability.

Companies utilize this integrated view to identify opportunities for increasing revenues, decreasing costs, and improving relationships. At the same time, our solutions are more cost efficient; simpler to manage; and capable of growing with the demands of the business.

With our proven expertise in Business Intelligence and best-in-class technology, Gilon can help you view your business from a perspective that you have not seen it before.



Gilons Business Insight Over view

Gilon BI Group

Gilon Business Insight is a leading business intelligence consulting group offering proven methodologies, top of the line products and vertical market's designated solutions and expertise, providing customers with a full spectrum of enterprise information management services, under one roof.

Gilon's client portfolio comprises large and medium sized corporations operating in all major industry segments both in the local and international markets. This vast and varied range of business experience equips the Company with unique, vertical capabilities that are used, today in financial services, insurance, telecommunications, hi-tech, large-scale health care systems and other commercial areas.

Gilon attained its reputation in these and other fields by exhibiting unsurpassed knowledge; business insight; and by focusing on nurturing long-term client relationships, built on goal-oriented achievements.

The tangible results that we deliver ensures that we are a trusted, long-term partner to our customers.

Gilon Israel

Gilon Israel is the leading business intelligence company in the country, dominating over 60% of the Israel's business intelligence market. In recent years Gilon has won all the major business intelligence tenders in Israel, such as for the IDF (Israel Defense Force); Israel's three leading banks; and the two largest cellular companies (Orange and Cellcom). Gilon employs over 200 business intelligence specialists and offers a broad range of integrated business intelligence solutions and products. Those are based on advanced technologies and vertical domain expertise, providing our clients with a full spectrum of services, all under one roof.

Gilon Business Insight's client portfolio comprises dozens of Israel's largest corporations in varied range of business commercial areas including: financial services, insurance, telecommunications and media, hi-tech, health care and others. This significant depth of experience in client industries equips the Company with extensive vertical technology and business insight capabilities.

Why us ?

- Vertical Domain expertise - hundreds of man years experience
- Field tested BI solutions
- Proven experience in delivering large scale projects
- Implementing cutting edge technological & business solutions
- Unique technical knowledge in the leading BI tools
- Strong relationship with the leading BI vendors
- Operational efficiency & flexibility

Our Value Proposition

Gilon offers its clients a combination of solutions, products and services, together with vertical knowledge and best practices in implementing Business Intelligence projects. With a world-class technology portfolio and significant depth of experience in vertical markets, we offer proven solutions that save our customers time and money.

The key to our success is simple – we deliver complete solutions, not just technology. From consulting, planning and design to full scale project implementation, our methodologies and expertise are robust and effective.

In building our business proposition we rely on the following key factors:

- Deep business knowledge and experience in all main verticals: Banking, Insurance, Telco, Hi-tech, HealthCare, and Retail. Ensuring that our Business Intelligence solutions deliver real business value and ROI.
- Excellence with leading world tools and technologies.
- Products and software components developed by Gilon delivering short time to market and reduced implementation risks.
- Emphasis on high value methodology, enabling high quality solutions.
- Successful projects on time!

We have consolidated our years of experience, knowledge and expertise, to provide business oriented solutions, which are utilized by many of our customers every day.

What is Business Intelligence

Business Intelligence (BI) can be described as applications that support organizational decision-making, by converting historical and transactional data from various sources into actionable information.

The Business Intelligence concept is an assembly of applications and technologies for gathering; storing; analyzing; and providing access to data, that enables the enterprise user to make better business decisions. Business Intelligence applications include components for: query and reporting; online analytical processing; statistical analysis; forecasting; data mining; and decision support systems.

It can be seen as residing at the front or back end of a value chain that originates in operational systems such as ERP, CRM and other transaction processing systems; providing insight into issues such as customer profitability, corporate performance, risk and anything that is based on the collection and analysis of large amounts of data.

Whilst applications are at the front-end; and only that part of the value chain is visible to end users; it is important to note that they are part of the Data Warehousing market and rely on extensive storage and data integration infrastructures in order to become functional.

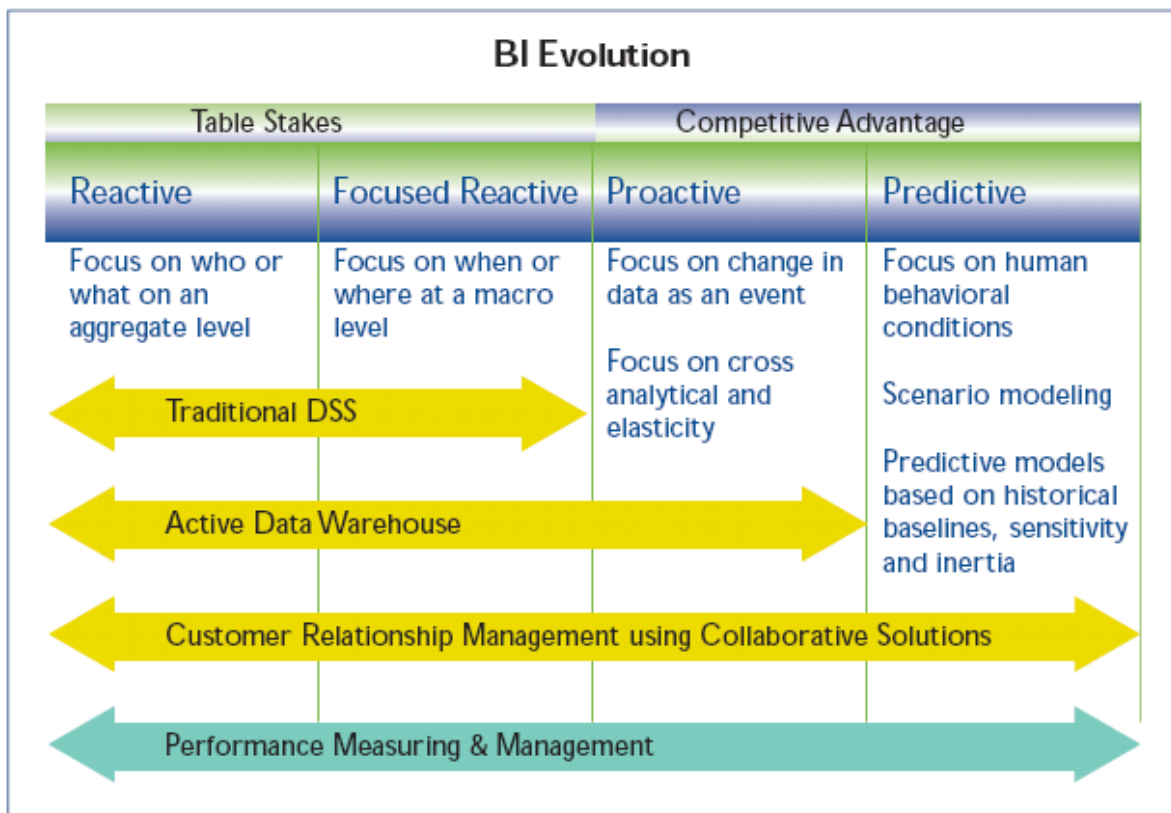


Components of Business Intelligence

Business Intelligence can be divided into four different components: query and reporting, OLAP, data visualization and data mining. It needs to be pointed out, that in most cases Business Intelligence software will contain several of these components bundled into one product:

Query and reporting products act as the end-user interface to the **Data Warehouse**. These tools enable users, who are not of a technical background, to gain an Interactive view of the data; build their own queries; and get answers based on the data stored in the Data Warehouse. The query and reporting environment has traditionally been occupied by Business Intelligence vendors such as Business Objects (BO), Cognos, Information Builders and MicroStrategy.

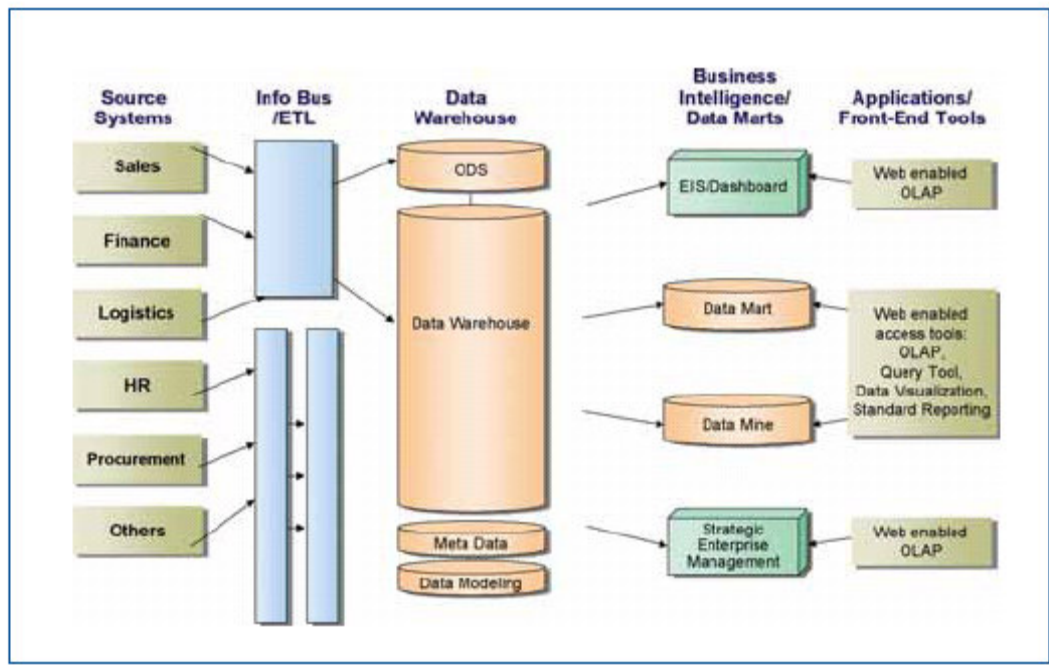
OLAP (online analytical processing) servers are essential tools for querying large amounts of data beyond the simple act of data identification, and therefore make up the core engine behind BI. OLAP tools turn flat tables into multi-dimensional data cubes that enable a more advanced inquiry and what-if analyses. In many cases OLAP products are bundled with query and reporting tools.





Data visualization software is responsible for delivering the results of any analysis to the end-user in an easily understandable format. The Web and thin client technology now provide relatively cheap and user-friendly ways of providing access to data, in the form of canned reports and dashboards. This means that Business Intelligence and analytics can be delivered to large numbers of information consumers throughout the organization.

Data mining represents the most “analytic” component of the Business Intelligence environment. It is used for exploring large amounts of data in order to discover patterns. Whilst OLAP and ad hoc querying is all about testing a hypothesis that has been defined by the end-user; data mining actually creates the hypothesis based on the raw data, using association, sequence, clustering, and predictive techniques.



Components of Business Intelligence

Business Intelligence Solutions Areas

Gilon Business Insight operates four solution areas of interest for Business Intelligence. Customer Intelligence; Performance Management; Financial Analysis; and Compliance. They are linked with three key themes that have been driving Business Intelligence projects since the early 90s: make money, save money, and, most recently, comply.

Solution Area	BI and Analytics Applications
Customer Intelligence	Cross-sell / up-sell Customer retention Customer segmentation Customer profitability
Performance Management	Enterprise performance management Channel management Web analytics HR management Supply chain management
Financial Analysis	Financial reporting and accounting IAS compliance
Compliance	Anti money laundering (AML) Basel II (reporting / Pillars 2 and 3) Trading compliance Broker surveillance

Gilon's Business Partners

Gilon Business Insight is the biggest and most successful Business Intelligence consulting company in Israel. We deliver the best solutions for our clients business' problems.

To accomplish these goals, we ally ourselves, as business partners, with the finest implementers and end tool distributors in the world.

The Oracle logo, consisting of the word "ORACLE" in white, uppercase letters on a red rectangular background.

Gilon works closely with Oracle, one of the world's leading technology providers in the area of data warehousing and business intelligence. Oracle has recognized the relative advantage of Gilon's extraordinary technological expertise and in-depth business understanding and the value this contributes to customers both in Israel and abroad.

"As the only provider of true end-to-end solutions, Oracle (Israel) consistently selects Gilon Business Insight as its strategic partner in major projects, and this has led to a long list of satisfied customers."

- Mr. Itai Avneri, Business Development Manager, Oracle Israel

The Microsoft logo, featuring the word "Microsoft" in a bold, black, sans-serif font.

Gilon deploys a wide variety of Microsoft software packages, including its SQL server for large-scale business intelligent solutions. Microsoft is often chosen because of its ease-of-use and cost-effective functionality. Gilon has extensive experience deploying SQL servers, analysis services, and DTS in a variety of hardware configurations.

"Microsoft's professionals and specialists were very impressed with Gilon's Data Warehouse and business intelligence solutions-and by the extraordinary results these solutions delivered."

- Arye Skop, CEO, Microsoft Israel



More Business Partners

More Business Partners



Gilon's Management

Gilon BI Group



Guy Greenberg, Founder and CEO

Mr. Greenberg has been active in information technologies and data warehousing since 1990. Prior to establishing Gilon, he worked on dozens of mission-critical projects as a consultant to software companies; and attained extensive experience of both the technical and business perspectives. In addition to his duties as CEO, Mr. Greenberg serves as a strategic business intelligence consultant for a number of Israel's largest, multinational concerns. Mr. Greenberg also established Actimize Ltd., a company engaged in the development and implementation of active Data Warehouses. Mr. Greenberg completed his studies in Industrial and Managerial Engineering at Tel Aviv University.



Iris Tzidon, VP Operations & HR

Ms. Tzidon joined Gilon to establish and lead the company's Human Resources organization. She also built a Quality Assurance operation which granted the company with an ISO 9001:2000 qualification and is now working on establishing a PMO Division for operation and control of all company's projects. Ms. Tzidon has been active in the field of Human Resource management since 1991. Prior to joining Gilon, she held a senior HR position at a large industrial concern employing a workforce of several thousands.

Ms. Tzidon brings expertise in motivating and empowering organizations' human capital and extensive experience in managing changes and consulting management on organizational behavior.

Ms. Tzidon holds a Masters degree in Behavioral and Management sciences from the Technion – The Israeli Institute of Technology.



Oren Sagi, VP Business Development

Mr. Sagi has extensive executive level experience in sales, marketing, business development and general management in large global companies. Prior to joining Gilon, Mr. Sagi held VP and senior director positions in leading technology companies. Before that Mr. Sagi practiced law, specializing in commercial law and intellectual property, contracts, commercial litigation and negotiation. Mr. Sagi brings proven leadership with a solid track record of regional strategy formulation and implementation, new business development, formulation of subsidiaries overseas, strategic alliances with System Integrators, resellers, distributors, P&L management, key account sales and cross-cultural team building capabilities. Mr. Sagi holds a BA degree in Business Management and an L.L.B. from Radzyner School of Law, IDC, HERZLIYA.

Gilon BI Israel



Gal Rimon, CEO Gilon Israel

Mr. Rimon has worked in the field of information technology since 1989 and in Data Warehousing specifically since 1995.

During this time he has accumulated an in-depth understanding in business processes and business intelligence. Before being promoted to his current position of CEO, Mr. Rimon was Gilon's VP Projects & Customer Relations.

Prior to joining Gilon, he served as IT Director at EDS Israel and ECI Telecom. Mr. Rimon has also led many of the largest and most complex Data Warehousing projects in Israel. Mr. Rimon served in the information technologies unit of the Israeli Air Force as a Project Manager and Systems Analyst.

Mr. Rimon holds an MBA from Tel Aviv University, and is a graduate of the Israeli army prestigious computers' unit ("MAMARAM")



Avivit Shoham, VP Projects

Ms. Shoham is responsible for Gilon's Projects and Customer Relations in Israel. Ms. Shoham has extensive experience in management and leadership of BI, DHW and Business Discovery processes including all stages project cycle: from design and planning to implementation and deployment. Prior to joining Gilon Ms. Shoham led a military career at the Israeli Air Force in which she held various commanding positions leading large scale BI and IT projects.

Ms. Shoham has completed her BSc degree in Computer Sciences and Psychology with honors, and is a graduate of the Israeli army prestigious computers' unit ("MAMARAM"), project management and systems analysis courses.



Limor Malay, VP Consulting

Ms. Malay has more than 20 years of experience in all aspects of IT design and management. Prior to joining Gilon Ms. Malay headed the BI and ERP divisions of 2 of Israel's largest telecommunication companies (land and cellular). Ms. Malay brings extensive managerial and leadership skills, comprehensive and broad perspective of customers' BI needs and diverse knowledge and experience in BI business, functional and technological aspects.

Ms. Malay is an honored graduate of the Israeli army prestigious computers' unit ("MAMARAM"), she holds a Masters degree in Business Administration and a B.Sc in Computer Science.



Shimon Amit, VP Solutions

Mr. Amit has years of professional experience in the fields of CRM and Knowledge Management, as well as extensive management expertise of corporate marketing and sales. Prior to joining Gilon, Mr. Amit founded and managed his own company in the area of language analysis and identification. Before that Mr. Amit held executive marketing and sales positions in large companies in the fields of knowledge management, internet applications and software projects integration. Mr. Amit brings to Gilon his extensive experience in management, sales, marketing and business understanding as well as proven negotiation skills. Mr. Amit holds a B.Sc in Computer Science and a College degree in Project Management.



Ilan Spiegel, Sales Director

Mr. Spiegel has been a sales manager for a few years in a large hi-tech company companies, he was the Business development Manager for John bryce - which is the biggest IT training company in Israel. Mr. Spiegel has a master's degree from Netanya's Academic College.



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