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PRESS RELEASE

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IFS delivers on Business Intelligence strategy

IFS, the global enterprise applications company, is today launching the first phase of the company's new Business Intelligence (BI) concept. IFS's holistic and long-term commitment to development of BI includes new functionality, extended integration options as well as dedicated BI expert teams in Scandinavia and North America.

IFS announces a new offering for BI based on a flexible "BI by Choice, BI Built in" concept, whereby customers can integrate the BI platform of their choice with IFS Applications or choose Microsoft BI solution as built-in functionality.

With the "BI Built in" concept, IFS promotes BI as an integrated part of the day-to-day business processes. The built-in BI components are best conceived of as natural parts of the overall system. In practical terms, this means more BI capabilities built right into the user experience of IFS Application. The built-in aspect also includes an extended and deepened integration with Microsoft BI Solution. This out-of-the-box BI package harnesses the extensive BI capabilities of Microsoft BI and marries it with the intuitive design of IFS Applications, producing a complete and seamlessly integrated solution.

The "BI by Choice" aspect of the BI strategy caters to organizations with a clear BI tool preference. In practice, this means that the information view is placed within IFS Applications and that the system can offer integration with other BI solutions on a highly refined data level. In other words, the points of contact between IFS Applications and third-party BI solutions are placed on a higher level than on the basic transaction level, making it possible to "plug and play" any BI suite to IFS Applications while retaining the integrated, complete user experience.

Besides the BI products, IFS can also announce the founding of both a Scandinavian and a North American BI Group. The aim for both groups is to offer a human BI interface which mirrors the comprehensive nature of the product – from development and consultation to implementation.

"We continue to invest in our BI offering. IFS's BI strategy represents a company-wide commitment – from R&D's long-term product planning to the BI Groups' customer-focused consulting, IFS focuses on delivering real business value at every stage," said Thomas Säld, VP Research & Development, IFS.

About IFS

IFS is a public company (OMX STO: IFS) founded in 1983 that develops, supplies, and implements IFS Applications™, a component-based extended ERP suite built on SOA technology. IFS focuses on agile businesses where any of four core processes are strategic: Service & asset management, manufacturing, supply chain and projects. The company has 2,000 customers and is present in more than 50 countries with 2,700 employees in total. Net revenue in 2010 was SKr 2.6 billion.

More information on IFS is available at www.IFSWORLD.com