

## Zap and timeXtender Strike Alliance to Deliver Agile BI for Dynamics AX

Zap Technology and timeXtender today announced an alliance that combines Zap's business intelligence solution for Dynamics AX with timeXtender's agile ETL and data warehousing tool.

Part of the alliance is an OEM agreement that allows Zap to deliver business intelligence solutions with embedded timeXtender technology. This enables Zap to provide solutions to the majority of AX customers that have pure Microsoft technology investments with the combination of Zap CubeXpress and Zap Business Intelligence as well as those who have additional investments in other data sources that are not Microsoft with timeXtender. Larger enterprises will benefit from the combination of a Zap business intelligence solution and a complete timeXtender corporate edition as it will maximize their return on investment while maintaining their disparate systems. This alliance will enable both companies to meet all business intelligence requirements for Dynamics AX, ranging from the lower mid-market to the enterprise sector.

Zap and timeXtender will initially focus on the North American Dynamics AX market with their expansive product offerings. Other markets will follow in order to ultimately provide Business Intelligence solutions for Dynamics AX on a global scale via the alliance.

"Customers and Partners in the AX ecosystem are looking for leadership in business intelligence and require solutions that deliver all aspects of their requirements from managing AX SQL data, other source data, presenting results and distribution of intelligent outputs. Zap's purpose built solutions for Dynamics AX combined with timeXtender's technology and a common go-to-market strategy mean that we can deliver compelling end-to-end business intelligence solutions for Dynamics AX to our customers regardless of the requirements they have," said Garth D. Laird, Zap spokesperson. "Customers now have a one-stop-shop for business intelligence for Dynamics AX supported globally."

Heine Krog Iversen, timeXtender spokesperson said, "We are incredibly excited about the alliance with Zap. Our strengths are perfectly matched to offer Dynamics AX partners a technology stack that enables them to meet all customer requirements. Additionally it provides us with a solid partner and excellent option for the presentation of Business Intelligence output as we continue to move more strategically into the Enterprise segment of the market. The agreement is a critical factor in increasing our partners' revenue, providing our customers with the very best solutions and driving our mutual growth and success."

### Additional Information

#### timeXtender as

Heine Krog Iversen, CEO timeXtender a/s  
Tel.: +45 2068 1794 : Email: hki@timextender.com



#### About Zap

Zap creates business intelligence (BI) solutions that help improve corporate performance. Our software is based on the Microsoft SQL Server® platform and used globally by mid-market and enterprise organizations across most major industries. Zap also offers a range of out-of-the-box analytics for Microsoft Dynamics AX, NAV and CRM. Zap Technology is proud to have been named Microsoft ISV/Software Solutions Partner of the Year 2009, and Microsoft Country Partner of the Year 2010. Headquartered in San Francisco, CA, Zap has offices world-wide. For more information visit: [www.zaptechnology.com](http://www.zaptechnology.com)

#### About timeXtender

timeXtender® is a dynamic and innovative software house that develops the tool timeXtender®. The timeXtender tool is a single comprehensive software product that simplifies the implementation of a SQL Server® based ETL and data warehousing process, while complying with the dimensional modeling methodology. timeXtender has been named Microsoft ISV Partner of the Year in Denmark in both 2010 and 2008. Headquartered in Denmark with offices in the USA, Europe and Africa, timeXtender is an international, partner-driven company.

[www.timextender.com](http://www.timextender.com)

