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DAUGHERTY CONSULTANT SELECTED TO COMPETE IN SAP'S REPORTALOOZA CAMPAIGN

(ALPHARETTA, GA) August 16, 2010 – Daugherty Business Solutions consultant Jim Brogden, has been selected by SAP, one of the world's leading providers of business software, as one of five contestants competing in Reportalooza—a global social media marketing campaign. Leading experts of SAP Crystal solutions will battle in a “Top Chef” style competition to create the best community-generated content using the SAP products. The campaign will run through November 2010 and will consist of a series of challenges that require each expert to interact with their own community in order to create the best content and ultimately win the campaign.

In 2006, Brogden was one of the first 40 people in the world to become both a Business Objects certified professional (BOCP-BOE) and migration specialist. Shortly after achieving this distinction, he mastered Crystal Xcelsius 4.5 (now SAP BusinessObjects Xcelsius Enterprise). He recently co-authored the book, *SAP BusinessObjects Web Intelligence*. Brogden has also worked as the lead technical editor of the *Crystal Reports 2008 Official Guide* and is a Crystal Reports certified professional (BOCP-CR).

Follow Jim Brogden on Reportalooza:

<http://www.reportalooza.com/meet-the-players/players/jim.html>

Vote on the Dashboard Challenge you would like contestants to tackle:

<http://www.reportalooza.com/challenge-set-list/challenges/challenge1.html?s=p1>

ABOUT DAUGHERTY BUSINESS SOLUTIONS

Since 1985, Daugherty Business Solutions (www.daugherty.com) has helped companies achieve their business objectives through the integration of business processes and leading technologies. Daugherty's partnering approach, proven methods, and staff of nearly 500 business and technical experts enables the firm to provide world-class management and IT consulting, custom application development, business intelligence, and mobile solutions. Daugherty provides end-to-end technology services from its development centers in St. Louis, Atlanta, Chicago, and Minneapolis and has successfully implemented large-scale projects for many Fortune 500 companies, including AT&T, Anheuser-Busch, Monsanto, and The Home Depot.

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