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## AST Corporation Launches Business Intelligence and EPM Practice

**Naperville, IL. August 9<sup>th</sup>, 2010:** Application Software Technology Corporation (AST) is proud to announce the launch of our dedicated Business Intelligence (BI) and Data WarehousePractice. This practice, directed by Mr. Patrick Callahan, will focus on the development and implementation of innovative customer solutions for Oraclebusiness intelligence, data warehousing and enterprise performance management engagements. The practice will also serve to promote, install, and support AST's exclusive Analytical Scorecards for Transit and Airports (ASTRA) application which is an Oracle-based business intelligence solution that provides timely, fact-based insight for mass transit organizations and airports.

AST's BI and DW Practice launch aligns with therecent release of Oracle's BI version 11g and comprehensive suite of Hyperion performance management products. "This is a natural extension and maturation of our business model, with AST officially aligning management and technical resources to furtherexpand our ability to meet thegrowing demand for BI services" stated Pravin Kumar, President of AST.

### About Mr. Patrick Callahan

Mr. Callahan joins AST with over fifteen years of experience in Business Intelligence/Data Warehousing, Application Architecture, Development and Project Management. He servedasarchitect of a solution which received a North America Oracle® PartnerNetwork Partner Solution of the Year Award, and he has authored dozens of white papers on effective data enablement approaches presented at both national and international user group conferences.Visit our Management Team page to learn more about Mr. Callahan.

### About AST Corporation

Established in 1995, AST Corporation is an Oracle Platinum Partner, an Oracle University training and delivery partner, and a certified Oracle On-Demand implementation provider. AST is one of six companies world-wide that have been awarded the designation of being an Oracle BI Pillar Partner for the public sector industry. AST offers professional consulting services to Oracle users and serves industry-leading organizations in manufacturing, transportation, insurance, retailing, telecommunications and the public sector.