

Parson Consulting and Cognos Join Forces to Deliver Industry Specific Performance Management Applications

New York, NY – June 25, 2008 – Parson Consulting, the global leader in performance management solutions, announced today their strategic initiative with Cognos, an IBM company, to provide tailored **performance management applications**. Built upon the IBM Cognos Adaptive Application Framework (AAF) Parson is providing industry specific content, process models and integration accelerators. These solutions will reduce costs, increase the speed of solution delivery and user adoption, and dramatically decrease the need for scarce IT resources needed to manage other performance applications. Further, they will provide a rich library of performance drivers and analytics specific to the target industry.

Solutions built on the AAF allow business users to make changes and modifications to their data management and performance architecture in one central location which then records and propagates those changes automatically in the data source models, ETL process, data warehouse, and Business Intelligence. Greatly reducing the technical maintenance gives users the ability to extend and manage analytical information based on preconfigured best practices and the freedom to focus on the quality and relevance of information

Parson's Solution Development Center has successfully developed and delivered the first of several scheduled industry specific applications. "Our Daily Analysis Suite for Hospitality and Gaming gives clients a solution that combines Enterprise Planning and Business Intelligence along with the AAF", said Myron Weber, CTO of Parson North America. "This solution addresses the unique needs of our clients by providing Finance and Labor reporting, Financial and Operational planning and analysis that is preconfigured for their industry."

Through years of award winning experience delivering solutions in various industries Parson has developed the world's largest library of Performance Management assets organized into their Solution Development Centers. With this knowledge base, proven development approach and the industry-specific process models, Parson plans to deliver tailored solutions for Media and Entertainment, Consumer Product/Retail, Public Sector as well as Project-Centric organizations.

"Our partner solutions program is designed to harness the tremendous amount of industry and product knowledge available within the Cognos partner community", said Richard Luciano, NA Mid-Market Strategy, Partner Sales and Solutions, Cognos . "We're glad to see this program working and providing value to our mutual clients."

About Parson

Parson Consulting delivers higher organizational performance by improving decision making across the enterprise. We work with the CFO as well as Operational and IT Management to ensure that the right metrics are consistently selected, monitored, and acted upon to drive accountability and higher levels of performance. We improve both financial and performance management processes and we work with our clients to ensure the availability of management information. Parson solutions combine focused, independent management consulting with the world's best technology and applications. We have proven success at hundreds of client sites representing leading public and private industry around the world. Parson is part of the Management Consulting Group PLC family of consultancies. Management Consulting Group PLC is a group comprising a range of consulting and professional services offerings. It operates through seven divisions: Parson Consulting, Ineum Consulting, Proudfoot Consulting, KSA Consulting, Salzer Consulting and Viaduct Consulting. Parson operates worldwide. For further information visit www.mcgplc.com and www.parsonconsultingna.com

