

## Business Analytics Alliance (ba2) Announces Rebrand as Solantic



**Sydney, Australia, October 1, 2020:** Global corporate performance management, business intelligence and managed services provider, Business Analytics Alliance (ba2), has unveiled a new name and new logo as part of an extensive rebranding initiative. Business Analytics Alliance is now known as the Solantic Group LLC (Solantic).

Solantic is a joint venture company owned by three of the world's leading corporate performance management (CPM) implementers; Taysols (Sydney, Australia), MindStream (Boston, USA), and Inplenion (Olten, Switzerland). Solantic was formed to provide support for global organisations by delivering round the clock managed services, implementation services and CPM specific cloud hosting services that span the timezones and international boundaries found in large enterprises.

The rebranding as Solantic is in response to the company's on-going growth and the continued success of its global service offering. Over the last 12 months, Solantic has experienced tremendous growth and now provides managed services for organisations in over 60 countries, fully supporting their corporate performance management and business intelligence solutions.

Solantic offers organisations a wide variety of options for support and implementation, backed by service level agreements specifically structured for corporate performance management and understands the nuances of financial close and budgeting and forecasting cycles. Our services are performed by seasoned CPM practitioners and engineers who understand the demands of the finance community. Our 'back end' systems and procedures truly enable 24/7 follow-the-sun managed services.

"The rename and rebrand as Solantic is a significant next step in the evolution of our company. In recent years, our company has grown and matured to deliver unprecedented levels of global capability from offices in over 17 countries. This rebrand is more than cosmetic – it's the next step in our on-going commitment to provide clients with true world-class service." said Mark Taylor, Co-Founder and Director of Solantic.

The new Solantic name is an amalgamation of 'solution' and 'analytic', combining two cornerstones of Solantic's service offering. Solantic's new logo features the Solan Goose, a great seabird that follows the Sun as it soars over the Atlantic on a wingspan of nearly 6ft. The Solan Goose represents Solantic's 24/7 follow-the-sun support and commitment to providing world-class managed services, implementations and dedicated cloud hosting for organisations around the globe.

### ABOUT SOLANTIC:

Solantic is a company jointly and equally owned by the world's leading enterprise performance management firms; Inplenion (Olten, Switzerland), MindStream (Boston, USA) and Taysols (Sydney, Australia). What started in 2013 as a 'partnership' between three organisations sharing their passion for better business analytics practices, has matured into a thriving enterprise that provides organisations with outcome-driven managed services for CPM on a global scale.

To learn more, please visit us at [www.solanticgroup.com](http://www.solanticgroup.com)

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