



Raising your iQ

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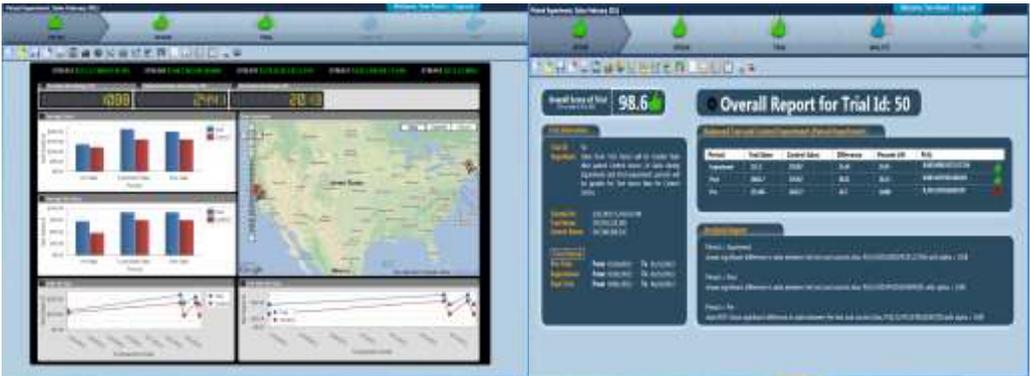
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The President's Column

A Year in review, 2012 was an exciting year for Qualex. We have continued our global expansion and growth in Macau, Hong Kong, Singapore, Morocco and, most recently, Brazil. Qualex Consulting Services celebrates a tremendous 2012! Revenues increased over 20% from 2011 despite the economic challenges facing us throughout the year.

We are excited to be introducing a new product BI-Ninja®, which consists of a dynamic KPI Dashboard. BI Ninja® is a business intelligence dashboard with easy data visualization tools that display the current status of real time metrics and key performance indicators (KPIs) for enterprise mobile platforms.

TrialFire™ currently under Tom Purvis' leadership is scheduled to be showcased at SAS Global Forum this April.



Qualex New Initiative: Sports Analytics

Sports are a huge and growing business these days; from data about ticket sales, venue operations, retail and sponsorships, to fan demographics, social networks, contact information and mouse clicks, various departments can leverage information about fans and operational performance. The challenge is that information can be hard to consolidate and even harder to analyze for useful insights about customer desires, preferences and behaviors. To boost revenues and profits, sports organizations need a way to use customer insights and event-day statistics to create strategies that match promotional objectives, operational processes and broadcast patterns.

Qualex expands PVO (Patron Value Optimization) to help Sports teams:

- Optimizing the fan experience
- Increasing ticket sales
- Increasing sponsorship revenue
- Optimizing business operations

Upcoming Events

SAS Global Forum April 28 through May 1, 2013 in San Francisco, CA

SAP Sapphire Now May 14th – May 16th, 2013 Orlando, FL

G2E Asia May 21st – May 24th, 2013 Macau

SAS Australia Forum August 8th, 2013

If you are interested in attending, please contact Ximena@qlx.com

Partner News

SAS and Qualex Partnership new SAS Rep Steve Klingman

We say go bye to Maxine Smith who had been managing our with SAS and welcome Steve Klingman who like Maxine is based out of Cary and as of March will be the one responsible for managing Qualex relationship.

SAP and Qualex New Partnership will take our company to a new level

Last December we welcome **Lelian Cestari** to our team; she is **Director of SAP** Practice at Qualex and will be conducting new initiatives under the SAP partnership. Lelian is a professional with over 5 years of proven experience in IT business development, functional roles of consulting, business analyst and project manager. She specializes in designing multi - system solutions and / or heterogeneous data sources for both small and medium enterprises and is in charge of managing our new relationship with SAP. For more information please click on the link below:

- Link Eco hub

<http://ecohub.sap.com/catalog/#!solution:QualexService>

Oversees Update

Asia

Qualex Asia has been working with SAS throughout the region, including SAS Malaysia, helping them make a PVO sale to Genting Highlands. We are currently in final negotiations with SAS HK for a SAS sale in Macau to The Galaxy Macau, the second largest casino in the Chinese SAR (Strategic Administration Region). We are also working with SAS Australia for a CI/Digital marketing opportunity with one of the largest lottery companies in Australia. Andrew will be heading to London to meet with SAS UK to discuss Real Time Data Management solutions for one of Europe's largest gambling websites, who is currently a SAS customer.

For additional information on Qualex Asia please contact: andrew.pearson@qlx.com

India

Qualex Consulting India Private Limited (QLX India) a subsidiary of Qualex Consulting Services Inc started operations in India in the year **2004** at Mumbai, India and moved its offices to Hyderabad, AP in 2011 and now we are a of 20 member IT professional team, work closely with US offices. The Goal of QLX India is to provide support to QUALEX offices across the Globe with expertise in managing the entire software development process across many different platforms and environments. Our past experience in handling the product/application development and testing make us an automatic choice for Qualex Clients.

For additional information on Qualex India please contact: mohan.kanala@qlx.com

SAP is the market and technology leader in business management software, solutions and services for improving business process.

www.sap.com

Employee Corner

Qualex conducted annual management meeting on January 23 & 24 at their Miami HQ offices. The goal of the meeting was to kick off 2013 with concise goals including new initiatives and target approaches. We also developed Qualex Vision and Mission Statements:

Qualex Vision: Be leader in business intelligence and analytics by providing the best quality and experience, anytime anywhere.

Qualex Mission: Helping companies integrate their data, application, technology and processes to achieve extraordinary results.

Is always a difficult challenge to work from remote destinations so as part of this newsletter initiative we want to introduce you to some of our team members, here are three of our Practice Managers:

**Qualex Consulting Services
Practice Managers
Miami Meeting January 2013**

Left: Ray Bower - Healthcare

**Center: Jim Parker - Gaming,
Hospitality and Sports**

**Right: Kevin Dillon - Oil &
Gas**



We will continue to introduce Qualex staff as we send out our quarterly newsletters.

Also want to recognize the following individuals for their continue support and dedication to Qualex and achieving the following milestones as of this calendar year:

Over 15 Years:

Karl Schaefer – Services Practice Manager Retail, (17 Years)

Bob Anderson – Senior Consultant (15 Years)

Over 10 Years:

Steve Wagar – Services Practice Manager Gaming & Hospitality (14 Years)

Luis Soriano – Senior Consultant (12 Years)

JR Furman – Technology Practice Manager (12 Years)

Tim Perkins – Healthcare Practice (10 Years)