



## **Business Foundation selects MCF Technologies to Build Next Generation Periodic Table of Business Database**

**January 29, 2009 – San Jose, CA**— Business Foundation, the only dedicated global Enterprise Performance Management Advisory Service, announced today that it has selected MCF Technologies to design and build its next generation Periodic Table of Business metrics database. With headquarters in San Jose, California, in the heart of Silicon Valley, Business Foundation is focused on helping Executives in organizations identify and align on key drivers that support and execute on their strategic initiatives and goals.

The Periodic Table of Business on-line database is the engine that drives the unique Broadsheet methodology that Business Foundation uses with its clients. “Since we first developed the database some 3 years ago, it has grown and become richer than ever. It has become the heart and soul of what we do and the investment to take it to a robust web 2.0 platform is essential.” said Simon Tucker, Business Foundation President & CEO. ‘We selected MCF Technologies to transfer the hundreds of metrics and their associated attributes to a new platform because of their outstanding track record with marque companies’.

### **About MCF Technologies**

MCF Technologies design, build and maintain webware applications. These custom applications are tailored directly towards each business. Accessible anytime, anywhere, online.

Their solution design staff understands the role of technology in business, having worked in management and executive roles in sales, information technology, operations, supply chain and sourcing, while their technical expertise is focused on today’s leading development platforms.

### **About Business Foundation Corporation**

The Business Foundation is an Enterprise Performance Management and technology advisory company with extensive industry knowledge.

Since the genesis of Enterprise Performance Management, its’ team of experts have blended seasoned business and technology disciplines to create unique and valuable experiences for clients.

The company’s unique value starts with the world’s most extensive on-line Periodic Table of Business® database of measures and metrics by industry, business function and role. It executes using a proven Performance Management methodology.

Business Foundation helps Executives execute on the strategic promises they make to stakeholders using the right people, processes and technologies. The companies they have worked with include some of the largest global firms across industry sectors.

Business Foundation bridges the gap between strategy and actually executing on a strategy.

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