

FOR IMMEDIATE RELEASE:

**The first-ever Business Intelligence award in tri-state awarded to ServiceLink manager.**

*Brian Berger saved 500 hours annually for ServiceLink by using business intelligence.*

PITTSBURGH, Penn., August 19, 2009

Datavibes, Inc. awarded Brian Berger, Manager – MIS at ServiceLink, a BI Champion award, the first of its kind to be instituted in the tri-state area. The award recognizes individuals who have made a contribution to the local business intelligence (BI) community by demonstrating the impact that BI can make on the business bottom line.

Brian Berger was chosen from a pool of influential nominees for his innovative use of Business Intelligence technology to create measurable business impact. Brian used disruptive business intelligence technology to cut down information integration time for a ServiceLink business unit by 10-12 hours every week. This saved the mortgage services company, which is a division of Fidelity National Financial, nearly 500 hours in reporting time on an annual basis.

The winner was chosen by an independent panel of business intelligence experts that rated the nominees on parameters like Innovation, Business Impact, Leadership and Execution Discipline in their BI initiatives.

The award, given monthly and annually, has an open eligibility criteria, where anybody can nominate a deserving BI practitioner at <http://www.bichampion.com/>. "We want to create a platform where BI best practices are recognized and shared with the local business community so that businesses can leverage BI as an essential ingredient in their value creation and delivery processes, especially in these tough times.", said Mr. Arvind Handu, Managing Director at Datavibes.

At ServiceLink where the reaction time to various issues is a key to its Customer Focused philosophy. Brian and his team created a way to communicate this pivotal value.

Going forward, the challenge is to ramp up quickly as an ever increasing community of users is demanding a broader solutions footprint. "...but then, that is a good problem to have. It tells me that we are delivering to the promise" Brian stated.

**About Datavibes**

Founded in 2002 and headquartered in Pittsburgh, PA, Datavibes Inc. is a boutique business intelligence consulting company. Datavibes enables mid-sized and small enterprises to leverage their data to generate better business insights for enhanced decision making. The company has mainly worked in the Retail, Financial Services, Manufacturing and Life Sciences domains. Datavibes clients include PNC Bank, Giant Eagle, Bayer and AO Smith amongst others. For more information about Datavibes visit <http://www.datavibes.com>.

**About ServiceLink**

ServiceLink is a leading provider of origination and default services and is the national mortgage services platform for the Fidelity National Financial family of companies (NYSE:FNF).

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