

FOR IMMEDIATE RELEASE

### **twentysix New York appoints new Director, Sales**

New York, NY – January 26, 2009 – twentysix New York ([www.26ny.com](http://www.26ny.com)), a leading business and technology consultancy specializing in innovative business intelligence, enterprise integration, and custom application solutions, is pleased to announce the hiring of information technology sales professional Peter J. Arts as the company's new Director, Sales.

Mr. Arts brings to twentysix New York 30 years of experience in technology services sales and sales consulting. His most recent position before joining twentysix New York was Business Development Manager at TuringSMI in New York. Mr. Arts' expertise spans Business Process Management (BPM), Business Service Management (BSM), Enterprise Messaging and Web applications in the Manufacturing, Financial, Insurance, Telco, Life Sciences and Legal industries.

"We're very excited to bring on such a seasoned sales professional in the role of Director, Sales," said Jay Harris Rabin, twentysix New York's chief executive officer. "With the economy in a downturn, we're seeing more organizations looking at their existing technology investments to determine how best to leverage them. Mr. Art's efforts will be focused on communicating the value of realizing greater returns by building on initial technology investments."

Mr. Arts noted that the current economy challenges organizations to do more with the same or fewer resources. "The knowledge delivered via optimized Business Intelligence is the best way to achieve this goal. twentysix New York's over 10 years of BI expertise allows us to work with senior executives on a company vision; then design and deliver the reality of that vision and its efficiencies."

Adding to twentysix New York's commitment to help organizations improve their operational efficiencies, twentysix New York's chief of new technology Andrew Brust recently commented on how BI systems can add enormous value to existing systems and their databases. "Today's BI technologies allow organizations to inject added rigor into how they operate and help them to proactively react to changes in performance, external events and the marketplace." The optimization of business intelligence enables organizations to emerge from the economic downturn leaner and stronger – particularly in the financial services sector.

twentysix New York will be hosting an event in their New York office that will help organizations to determine the BI solution that is right for their business and budget. For more information on this event, visit [www.26ny.com](http://www.26ny.com). If you have questions on how to improve your operations and existing technologies, contact us at [info@26ny.com](mailto:info@26ny.com).

#### About twentysix New York

twentysix New York specializes in custom technology solutions that improve the operational efficiencies of organizations in the Financial Services, Healthcare, Professional Services and Retail industries. Our team understands the unique needs of our customers and is passionate about new technologies, hosting regular user groups in New York and publishing frequently.

twentysix New York's chief of new technology, Andrew Brust, was named by Microsoft as the leading Regional Director (RD) worldwide for 2008. RDs are non-Microsoft employees. They are industry experts who are strong advocates for developers, end users, and customers – helping them to make intelligent technology decisions.

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