



## **1010data Invests in Turnkey Business Intelligence Service for Retailers and CPG Companies**

*Enables Deep Insight into Consumer Trends and Shopping Habits, Helping Users Cope with Change and Uncertain Economic Times*

NRF 98th ANNUAL CONVENTION, NEW YORK – January 12, 2009 – 1010data announced today the official launch of their Retail Solutions Group which provides a Business Intelligence Service to retail and consumer packaged goods (CPG) companies. The service offers a complete approach to performing the deepest analysis and deriving insight directly from raw data, at a fraction of the cost and time of other solutions. The offering is a result of 1010data’s work in the retail and CPG sectors and track record of success with well known customers such as Dollar General, Pathmark, Drug Fair and Procter & Gamble. It extends a lifeline of invaluable insight, helping users adapt to challenging economic times and evolving customer demands.

“We are very excited about the opportunities for growth and are investing heavily in the retail and CPG sectors,” said Joel Kaplan, CEO, 1010data, “It is an obvious fit for 1010data because we have a proven solution for the vast amounts of data that retailers generate. Our background in data intensive finance areas has prepared us for the demanding needs of the retail sector; 1010data, more than any other solution, has the capacity for analysis of even the largest data sets in seconds.”

The current business environment rewards companies that can quickly understand and adjust to changing economic conditions, consumer trends and shopping habits. Those who can move quickly to understand the trends hidden in their data will have an advantage. Now, more than ever, a complete understanding of the customer and their behaviors is critical.

The 1010data solution delivers insight to every functional area of the enterprise including merchandising, advertising, loyalty marketing, loss prevention, finance and store operations.

Delivered as a cost-effective Software-as-a-Service (SaaS) solution, 1010data lets customers store their source transactional data online and quickly and easily combine it with outside data sources to provide unprecedented real-time analysis. 1010data’s solution gives retailers and CPG companies’ immediate insight for better business decisions and rapid ROI.

1010data makes it possible to deploy a sophisticated BI solution in just a few weeks. The high costs and long lead times that are typical of BI solutions are eliminated because 1010data works with unlimited raw T-Log (transaction log) data and does not require the installation of software, or lengthy database planning and design cycles.

1010data’s retail and CPG solutions combine a powerful back-end database with a flexible front-end tool, enabling fast and reliable querying of detailed data. By loading detailed customer information from POS T-Logs, item and store master files, stock, receipt and on-order information, etc., it becomes possible to generate reports from one central environment. This transcends the information silos that are commonly found and helps users derive insight from the lowest-level raw data – there is no pre-aggregation that can skew results or limit the ability to query the data.

“Customers have changed the way they shop and successful retailers will be able to understand that change and offer the products that are in demand,” said Jim Mattechek, Vice President of Retail and CPG Services for 1010data. “POS Transaction Logs contain all the pertinent information about customer transactions and can reveal patterns and trends that are ‘profit changing’ events. The ability to mine the source data rapidly changes the game of analysis and enables merchants, marketers and buyers visibility into the rapid market shifts in real time. It is available now with proven results.”

1010data can dramatically reduce the drain on traditional computing resources and allow retailers to consolidate and analyze their data without investing in large and cumbersome data warehouses and expensive BI tools. 1010data’s performance, scalability and accessibility address the key challenges in the consumer packaged goods and retail industries. The company is demonstrating its solution at booth #146 at the National Retail Federation’s annual show.

#### **About 1010data**

The 1010data Business Intelligence Service is the complete approach to performing the deepest analysis and insight directly from raw data, at a fraction of the cost and time of other solutions. 1010data’s extensive history in business intelligence has enabled the company to create this powerful solution. 1010data recently completed its 10th year in business and shows solid revenues and growth. Worldwide clients include Proctor & Gamble, Dollar General, A&P/Pathmark and the NYSE.

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