



Soft Surroundings Nets Hard Business Intelligence Benefits with 1010data

Soft Goods Retailer is using Hosted BI Service for Reporting Needs and Complex Analytics Capabilities

NEW YORK – April 15, 2009 – 1010data, a Business Intelligence service, announced today the addition of women's apparel, beauty, and bedding retailer, Soft Surroundings, to its growing list of Retail Solutions Group customers. Soft Surroundings is using 1010data's powerful business intelligence service for retail reporting. In addition to daily, weekly and monthly reporting needs, they are also using the platform for complex analytics across their retail business. This includes the analysis for markdown effectiveness, promotion analysis, operational effectiveness, employee efficiency and market basket analysis.

"1010data's solution broadened my perspective about business intelligence, data warehousing and its deployment," said Tom Slone, director of information technology and e-commerce at Soft Surroundings. We can now give every user instant access to any and all retail data produced in the company – alleviating the need to ask IT for custom retail reports – and are much more responsive to our user communities. Our users have already begun leveraging the solution and the results have exceeded our previous expectations. 1010data has provided us a means to manage our retail business much more efficiently. This is imperative, especially in this competitive economic climate."

Started in 1999, Soft Surroundings has evolved into a multichannel organization with a vast reaching audience. As one of the nation's premier lifestyle retailers, Soft Surroundings' catalog, website and retail stores offer seasonal assortments of fashionable and easy-fit clothing, incredibly soft bedding and also offer the best and latest most timesaving skincare. Their selection of products appeals to women of all ages who value style and comfort.

"The 1010data solution took our data, loaded it and made it available with little to no overhead to our current systems," said Slone. "The ability to get at any retail information from our systems without needing to know in advance what types of queries we will do is extremely important."

1010data gives Soft Surroundings the ability to report and analyze their business in a way that was nearly impossible before. With the ability to load every aspect of their retail business systems into 1010data, Soft Surroundings can see "what has happened" in the business, to the smallest detail, with just a web browser.

"The addition of Soft Surroundings as a customer is very rewarding as they are a leader in the soft lines segment of retailing," said Jim Mattecheck, vice president, 1010data. "Soft Surroundings will now have the ability to implement solutions around the most granular level of data that most retailers have not been able to leverage. The fact that they are achieving immediate results proves that we are delivering on our promise of a whole new approach to data warehousing and business analytics with a scalable and cost effective solution. Our service model is being used by all sizes of retailers in the market."

The 1010data Retail Solutions Group provides the starter kits necessary for operations, financial, marketing and merchandising reporting and analytical support to all retail clients, helping them to achieve immediate business results and grow in their use of the tool from day one.

About 1010data

The 1010data Business Intelligence Service is the only complete approach to performing the deepest analysis and getting the maximum insight directly from raw data, at a fraction of the cost and time of any other solution. 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.

Contact:

Heather Lukens, Fusion PR

heather.lukens@fusionpr.com

212-651-4227