



## 2007 A Breakout Year for TrueDemand Software

*Revenue increases 300% year-over-year, with 250% increase in companies realizing value from TrueDemand solutions*

**Los Gatos, CA, December 27, 2007** – TrueDemand Software, the leading provider of solutions that help consumer product companies lift sales at the shelf, today reported record growth in both customers and revenue in 2007.

“I’m happy to report that TrueDemand has had an exceptional year,” said Eric Peters, CEO of TrueDemand. “Our business has grown significantly with the addition of new customers and the continuing innovation of our world class engineering and science teams.”

In 2007, TrueDemand released its breakthrough software-as-a-service offering for retail account teams. The software was the first solution on the market to predict and prioritize activities that could be taken across a network of stores on a daily basis to prevent lost sales while dramatically cutting out-of-stock rates.

TrueDemand has now helped more than 10 Fortune 500 companies realize value with tangible results such as:

- Increasing aggregate sales 1-3%
- Increasing same store sales by 100% to 400% for targeted SKUs
- Reducing store-replenishment related out-of-stocks by up to 50%
- More than doubling the accuracy of out-of-stock detection

“One of the reasons for our success is our focus on helping customers take action to lift sales. Predicting lost sales at the shelf is a complex science, and our forecast accuracy and our ability to process millions of transactions every night is the best in the business. But analysis alone won’t get products to the shelf. For that, you need specific, actionable tasks that are reliable – not false positive alerts that waste time and resources,” said Peters.

TrueDemand's ability to deliver tasks directly to in-store merchandising teams on a daily basis, and to bring store-level feedback to account teams and others analyzing daily operations has been a critical differentiator for the company. TrueDemand also stands apart with its industry-leading accuracy rate for daily demand forecasts. The high degree of forecast accuracy enables near real-time inventory adjustments to prevent lost sales at the shelf.

In addition to adding new customers, TrueDemand achieved a number of important milestones, including:

- Opening a dedicated customer service center in Atlanta
- Tripling the number of retailer data sources analyzed
- Co-chairing the EPC item-level tagging committee
- Receiving industry awards and recognition from Gartner Group, Consumer Goods Technology and Supply & Demand Chain Executive

### **About TrueDemand**

TrueDemand Software helps retailers and their suppliers solve the root causes of out-of stocks to prevent lost sales at the shelf. TrueDemand's breakthrough software-as-a-service solution for account teams, in-store merchandising teams and sales executives enables consumer product companies to rapidly and accurately take actions that result in a sustainable lift in sales. TrueDemand is based in Los Gatos, California, with offices in Atlanta, Georgia, and Pune, India. For more information, please visit [www.tdemand.com](http://www.tdemand.com).

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