

## **TrueDemand Announces New Software-as-a-Service Suite for Consumer Product Companies to Improve Sales Execution at Retail Stores**

*Latest version of award-winning software suite transforms data from multiple retailers into daily tasks that predict and prevent lost sales at the shelf*

**Los Gatos, CA, January 24, 2008** – the leading provider of solutions that help consumer product companies lift sales at the shelf, today announced the latest release of its software-as-a-service suite for retail sales execution. The new release includes TrueDemand’s solutions for supplier retail account teams, sales organizations and in-store merchandising teams, and features new predictive analytics and a patented approach to handling the massive computing requirements needed to compile and analyze data from multiple retailers on a daily basis.

“With this release, TrueDemand offers supplier retail account teams the industry’s first true sales execution solution they can turn to every day to solve problems in the field as they are occurring,” said Eric Peters, CEO of TrueDemand. “Our analytical capabilities have always been among the best in the industry, and with this new release our customers are gaining the ability to standardize processes among their different retail customers and to connect analytical insights with direct actions at the store and in the supply chain for turn items, promoted items and new product introductions.”

TrueDemand enables consumer product companies to make better use of the data they already receive from retailers, including point-of-sale (POS) data, store inventory and other product movement data. The new release includes retail data adapters that allow information from multiple retailer systems to be imported and managed on a daily basis. This capability enables the solution to provide value in a shorter period of time and works with data already being stored and handled by the consumer product company.

New features in the suite include:

- Support for multiple retailer relationships;
- Simplified retailer data access through predefined adapters.
- Configurable rules that allow customers to drive the recommended actions in their business, with their merchandising teams and in the retail store based upon retailer-specific business practices; and

Also in this release, TrueDemand has included patent-pending science that sets a new industry standard for speed and accuracy in detecting the root causes for sales suppression at the item and shelf level, and in generating specific task recommendations. Field trials of the new release with TrueDemand customers and their in-store merchandizing teams yielded accuracy rates up to six times higher than any previously used method.

The new TrueDemand software-as-a-service suite will be available in March 2008.

### **About TrueDemand**

TrueDemand Software helps retailers and their suppliers capture 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 reduce out-of-stocks and 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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### **Contact:**

Alicia Libucha

Lois Paul & Partners

781-782-5703

[alicia\\_libucha@lpp.com](mailto:alicia_libucha@lpp.com)