



TrueDemand Releases Enhanced Account Team Management Solution

Software-as-a-Service Offering Extends Visibility from Distribution Centers to Store Shelves: Adds Promotions Management Functionality and Introduces New Action-based Alerting

Los Gatos, CA, October 4, 2007 – TrueDemand Software, Inc. today announced the latest release of its Account Team Management Solution for consumer goods companies. The solution is offered as a subscription software service and designed for sales teams focused on maximizing revenue within a specific retail environment. The new release brings enhanced visibility into product availability across the retail supply chain, adds features to help manage complex product promotions, and introduces new real-time action-based alerting.

“Account teams are increasingly important in driving sales for consumer goods companies, but they need reliable information in real time to help them know where to get the most impact for their efforts,” said Eric Peters, CEO of TrueDemand. “With this release, TrueDemand provides replenishment analysts and other account team members with guided recommendations that help them drive dramatic improvements in sales execution for their retail partners.”

Extended Visibility to Retail Distribution Centers

By using information from multiple sources such as point-of-sale and inventory data, forecast data, promotions, shipment data and price changes, the TrueDemand Account Team Management Solution provides consumer goods account teams with increased visibility into product movement and availability, whether at a specific store and shelf location, or further back in the supply chain at the retail distribution center. The comprehensive information provided by TrueDemand allows replenishment analysts to intervene at the appropriate level, and to identify potential problems weeks in advance while taking into account different distribution types and different distribution paths.

Better Results from Promotions and New Product Introductions

Consumer goods companies introduce hundreds of new products each week. Account teams select and monitor the most profitable stores and the ideal inventory levels for specific promotions. The enhanced Account Team Management Solution supports this process with features that quickly identify the most profitable store/inventory combinations, and that predict the areas where problems are likely to occur from the distribution center to the store shelf. The enhancements also enable account teams to integrate market intelligence data into their analysis to maximize profits and support planning for future promotions based on past execution results.

Actions, Not Alerts

Unlike other solutions that saturate users with alerts – many of which are false positives – TrueDemand delivers prioritized recommendations for actions based on predicted financial impact to the sales plan. This method turns the traditional alerting process upside-down by presenting recommended actions first, and then allowing users to drill down to root causes. The new alerting feature leverages TrueDemand's patent-pending science and experience-based algorithms to simplify and accelerate the decision-making process for busy account team members.

Solution Availability

The enhanced Account Team Management Solution is currently available at www.tdemand.com.

About TrueDemand

TrueDemand Software helps consumer goods companies capture lost sales at the point of demand with on-demand solutions for actionable business analytics. TrueDemand's sales operations, account team management and store operations solutions rapidly and accurately identify the root causes of sales suppression to help sales organizations increase visibility, accelerate productivity, and target actions for results. TrueDemand is based in Los Gatos, California, with offices in Atlanta, Georgia and Pune, India. Visit www.tdemand.com.

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