

## TrueDemand Software Recognized as the Leader in Customer Experience for Consumer Goods Manufacturers

*Company's customer service gets top category honors in 2009 Consumer Goods Technology Readers' Choice Survey*

**Los Gatos, CA – January 28, 2009** – TrueDemand Software, the leading provider of solutions for consumer goods manufacturers' retail account teams, was recognized as the "breakout favorite" for customer experience in demand data analytics in the 2009 Consumer Goods Technology Magazine Readers' Choice Survey.

The annual Readers' Choice Survey analyzes responses from more than 150 consumer goods IT and business executives to determine the top ten providers in a variety of categories. TrueDemand has been recognized among the top providers in the category of demand data analytics for three years in a row. The survey also determines leaders in Customer Experience for each category. Results are published in the January 2009 edition of the magazine.

"We are honored to be recognized for the third year in a row by the readers of CGT Magazine," said Eric Peters, CEO of TrueDemand. "Our customers rely on TrueDemand to provide reliable and actionable recommendations every day, and our goal is 100 percent satisfaction, so I'm particularly happy about being singled out as number one in our category for providing great customer service."

TrueDemand provides a software solution that supports critical store operations, replenishment and supply chain business processes. The solution enables retail account teams to assess daily sales performance and to take action on specific recommendations.

Key capabilities of the TrueDemand solution include:

- Automatically detecting and predicting out-of-stock items at the store shelf on a daily basis
- Creating a daily demand forecast at the distribution center and store level
- Correcting inaccurate inventory levels in stores
- Improving the effectiveness of store operations activities
- Measuring sales execution and performance across multiple retailers

### **About TrueDemand**

TrueDemand Software helps leading CPG manufacturers and their retail account teams lift sales at the shelf. TrueDemand generates daily item and store level demand forecasts that, together with current inventory on hand, identify problems at the shelf and in the retail and manufacturer distribution centers that lead to lost sales and excess inventory in the supply chain. TrueDemand generates actionable tasks for store operations, replenishment and supply chain personnel to balance inventory needs with a desire to maximize sales and shelf availability in the retail store. TrueDemand is based in Los Gatos, Calif., with offices in Bentonville, Ark.; and Pune, India. For more information, please visit [TDemand.com](http://TDemand.com).

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