

FOR IMMEDIATE RELEASE

QuantiSense Plays Key Role in Developing New ARTS Data Warehouse Design for Business Intelligence

Atlanta, GA, May 28, 2008 – QuantiSense is pleased to announce its collaboration with the Association for Retail Technology Standards (ARTS), a division of the National Retail Federation, in creating the new ARTS data warehouse model designed exclusively for retail business intelligence (BI).

QuantiSense CTO and co-founder Juan Pereira worked alongside leading retailers and other BI vendors to develop ARTS' first data warehouse blueprint. The model is designed to make information easily accessible throughout the retail enterprise in order to support action-oriented decision making and ultimately improve the overall business.

"Working on this project with the ARTS Data Model committee has been a valuable experience," said Pereira. "The result of this level of collaboration between retailers and other BI vendors is a real consensus on what a data warehouse should look like for a retail organization. My hope is that retailers will look at this model as a way to move forward with an efficient and successful BI and data warehousing project, with the confidence that they have the collective wisdom of a diverse group of industry experts behind them."

The ARTS model underscores the importance of implementing a data warehouse to truly leverage the vast array of information collected in today's dynamic retail organization. It provides a roadmap of best practices in data warehouse design, outlines a standard methodology for sourcing data from enterprise systems, and can help retailers better evaluate data warehousing and BI solutions in the market. The model includes definitions of many key performance indicators (KPIs) to guide retailers in capturing and storing the data required to deliver the right information to BI systems.

"The ARTS data warehouse design demystifies the data model and signifies a breakthrough in retail business intelligence," said Jeff Buck, CEO, QuantiSense. "Retailers no longer have to spend time defining data models when implementing BI and data warehousing solutions – instead, they can focus on the critical task of moving information into the data warehouse. QuantiSense appreciates ARTS' leadership in business intelligence, and we are proud to contribute to a data warehouse model that has the potential to evolve into a true industry standard."

"QuantiSense was very supportive of the ARTS data warehouse model, and Juan Pereira was instrumental in working with our committee to develop the new design," said Richard Mader, executive director, ARTS. "We appreciate his technical expertise and insight and look forward to continued contributions from QuantiSense."

About QuantiSense

QuantiSense is the leading provider of business intelligence and data warehousing applications exclusively for specialty retailers. Customers include Casual Male Retail Group, KB Toys, Guitar Center, Hallmark Cards, Pacific Sunwear, Reitmans, Restoration Hardware and Spencer's. Implemented in 100 days, the QuantiSense application features a best-practices retail data warehouse, and ETL designed to integrate quickly with retail source systems and any database platform. Users conduct analysis using QuantiSense's packaged analytics, reports, and role-based dashboards tailored for executives, buyers, planners, allocators, and additional roles throughout the retail enterprise. To learn more, visit QuantiSense at www.quantisense.com.

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