

New QuantiSense Extensions Take Business Intelligence Capabilities Further into the Retail Enterprise

Retailers can now enhance their business intelligence implementation with QuantiSense Extensions from the company's Professional Services Team

NRF 98th Annual Convention and Expo, New York, NY, January 12, 2009 –QuantiSense today announced the release of QuantiSense Extensions that will enhance the company's existing implementations with new capabilities and analytical functions, maximizing the value of its exclusively retail business intelligence software.

QuantiSense's business intelligence solution is a packaged, retail-specific application built on MicroStrategy's industry-leading data warehouse and technology platform. The application's role-based dashboards enable exception reporting with easy drill-down capability, and the signature QuantiSense Playbooks[®] guide users to specific action based on recurring scenarios each key retail role faces every day.

The new QuantiSense Extensions, delivered by the company's Professional Services team, are designed to help retailers continue the momentum of their initial QuantiSense implementation and expand into new areas of retail insight. Available for the areas of marketing, direct-to-consumer, cross-channel analysis, store operations, vendor profitability, and clustering, these expanded capabilities combine field-proven code with the expertise of the QuantiSense Professional Services team to deliver retailers a competitive advantage derived from decades of real-world retail experience working with the world's leading retailers.

Marketing: Customer and Promotional Analytics

Retailers know how important it is to understand customers from every angle and analyze key customer metrics. QuantiSense Extensions offer integration with CRM, campaign management and loyalty programs, tying customer information to transactions and passing this information back to these systems to enable more effective customer marketing. Additionally, QuantiSense's sophisticated analytics can measure the inferred "lift" of coupons or giveaways that are not tied to a transaction, enabling retailers to finally measure the success of these campaigns and their impact on actual sales.

Web, Catalog, and Cross-Channel Analysis

Many multichannel retailers run each channel as a separate business, with data and analytics in one area completely isolated from others. This prevents executives from having a single view of the business and managing shared inventory. QuantiSense Extensions go beyond basic business intelligence with the ability to provide a comprehensive view across an organization's retail stores, outlets, catalogs, and e-commerce websites – supporting the analytical needs specific to each segment while enabling the retailer to run all of its channels as a cohesive business.

Sales, Traffic, and Labor Analysis

Store management teams often struggle to make optimal staffing decisions because sales, traffic, and labor data are stored in different systems. With QuantiSense, however, joining these three data feeds enables store teams to understand Sales per Employee Hour and other key metrics to optimize store performance and the customer experience. QuantiSense Extensions for traffic and labor bring these data sources together with all enterprise retail data so merchants can staff the sales floor more efficiently and cost-effectively.

Vendor Profitability

Vendor profitability analytics, another QuantiSense Extension, enables retailers to view all information about a vendor's performance in a centralized location in order to distinguish vendor strengths and weaknesses. By putting this information in the hands of buyers and store management, QuantiSense helps retailers develop more valuable vendor relationships and

negotiate more effectively.

Clustering

Many retailers make painstaking manual efforts to roughly rank the performance of stores and certain classes of products in attempt to optimize each store's merchandising assortment. This process results in a narrow evaluation and a complicated scoring method that can unfairly rank stores against one another. The QuantiSense Store and Performance Clustering Extension empowers retailers to use many sophisticated business factors in designing store grades, and also promotes consistent use and analysis of grades across the enterprise.

About QuantiSense

QuantiSense is the leading provider of business intelligence (BI) and data warehousing applications exclusively for retailers. Customers include Burlington Coat Factory, Casual Male Retail Group, The Guitar Center, Hallmark Cards, Pacific Sunwear, 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. The revolutionary QuantiSense Playbooks[®] empower retailers with a collection of role-based scenarios and situational analysis to drive process throughout the enterprise and guide users to the appropriate actions every time. To learn more, visit QuantiSense at www.quantisense.com.

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