



Taurus Software

We Make Data Liquid.

Press Release

FOR IMMEDIATE RELEASE:

Taurus Software's Ecomedate Analysis Suite Helps Period Hardware Maker Rejuvenation Shine...

REDWOOD CITY, CA, April 23, 2007. Taurus Software today announced that Rejuvenation, manufacturer of period-authentic lighting and hardware, has chosen Ecomedate and Analysis Suite to add breadth to their IT systems and visibility to their business information.

Like many niche-market businesses, Rejuvenation started as a small, one-man enterprise, restoring lighting fixtures and other hardware for owners of the many historical homes that grace the city of Portland, Oregon. But what began as a rickety storefront operation soon burgeoned into a thriving organization with retail stores in both Portland and Seattle, and now a direct marketing segment with a huge national presence that accounts for over 60% of their revenue.

As Rejuvenation quickly grew to become the nation's biggest provider of these specialized lights and house parts, it just as rapidly became essentially three entities in one—at least from a Technology perspective.

"Rejuvenation" operates as three companies in one. This includes a manufacturing element, a direct sales element, and a retail element," notes Brian Reynolds, the firm's CFO. "And it's complex and challenging to keep them synched up. But a robust data warehouse tool like Ecomedate lets us pull all of them together."

Along its sharp upward trajectory Rejuvenation came to realize it needed to fully empower its department managers while vesting them with profit-loss responsibilities in the bargain. That meant giving them the tools to get up-to-the-moment visibility into their individual operations—trending for its marketers; time and attendance for its retailers; exception reports for its production managers; and so on.

Once it created a robust data warehouse with Ecomedate, Rejuvenation then used Taurus' Analysis Suite to give these stakeholders the flexibility to turn data into actionable information—in a way that suited their respective skill levels and working styles. Often that meant using the solution's predefined queries. Other managers enjoyed taking full advantage of what Reynolds calls Analysis Suite's "drill-up, drill-down, drill-anywhere" capabilities.

Reynolds also noted Rejuvenation readily chose Taurus Software's JumpStart program, which helps clients implement its solutions faster by putting skilled Taurus product specialists onsite. Due to this program, the implementation happened in just a few weeks time. "Making that investment...getting the tools into the hands of our people as soon as possible...was so important to our success," he adds.

"Ecomedate makes it easy for users to get all their scattered datasets into one convenient location," says Cailean Sherman, Taurus Software's president. "Analysis Suite puts that data to work. And Jump Start helps customers get up to speed right away. We're thrilled to hear success stories like the one Rejuvenation's been telling us. But, frankly, we're not surprised. We're sure hundreds more Escalate Retail (formerly Ecometry) sites could be reaping these same benefits."

About Rejuvenation

Rejuvenation was founded in 1977 with a passion for old houses and buildings. Today, Rejuvenation is America's largest manufacturer and leading direct marketer of authentic reproduction lighting and house parts. Rejuvenation products are sold through its [catalogue](#) and website, along with its retail stores in Portland, OR. and Seattle, WA.

About Taurus Software

Taurus Software (www.taurus.com) has been "making data liquid" since 1985. Taurus' products are the fastest, easiest way to select, extract, manipulate and move data between platforms to synchronize applications, populate data warehouses, build sales data marts, analyze data, support Web servers, or meet any other need. Taurus is also a member of the HP e3000 Transition Partners Program, is an HP Integrity Ready Partner, and also has technology partnerships with Quest Software, Lund Performance Solutions, Managed Business Solutions, Ecometry Alliance, Orbit Software, Pathway Pacific, Amisys Synertec Inc. and Acumium. For more information on Taurus Software products, call 650-482-2022 Ext. 1. Or visit www.taurus.com

Taurus Software Media Contact

Heidi Vasconi

Phone: 925-254-1803

Fax: 650-482-2010

heidivasconi@yahoo.com