

Taurus Software

Press Release: Living Direct Chooses ManageMetrix®

January 13, 2011

## FOR IMMEDIATE RELEASE

### **Multi-channel Retailer Living Direct Selects Taurus Software's *ManageMetrix*® Business Intelligence Solution to Optimize Inventory Position**

Redwood City, Calif. – [Taurus Software](#), a premier provider of business intelligence solutions for multi-channel retailers, announced today that [Living Direct, Inc.](#), a network of web sites focusing on niche products for the home and outdoors, is implementing Taurus Software and [F. Curtis Barry & Company's \*Manage Metrix\*](#) business intelligence solution. Living Direct joins over 70 other Ecometry clients that have been empowered with business intelligence from Taurus Software. The combination of key performance indicators, industry best practices, business consulting, and technology allows multi-channel businesses to understand and react to the factors which impact profitability. Manage Metrix is an application-independent solution that gathers and presents business intelligence within an organization to provide an executive-level perspective of the business in areas such as Inventory, Merchandising, and Marketing.

Living Direct already uses Taurus' Ecomedate solution. "The upgrade to Manage Metrix was the next logical step for us," states Jason Roussos, President of Living Direct. "Our immediate goal is to use Manage Metrix to obtain an optimum inventory position."

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### About Living Direct

Living Direct, Inc., was established in 1999 and is an online retailer that runs a network of websites, including CompactAppliance.com, and focuses on niche products for the home and outdoors. For more information, please visit [www.livingdirect.com](http://www.livingdirect.com).

### About Taurus Software

At Taurus Software, “making data liquid” means helping companies access their data easily. Taurus products include a variety of applications developed to help clients get more from their data by allowing them to Move, Map, Measure, and Manage data regardless of where it resides. Learn more about Taurus Software and our offerings designed for various data platforms and applications. Call 650-482-2022 ext. 1, or visit [www.taurus.com](http://www.taurus.com).

### For more information

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