

Taurus Software

Press Release: Fabulous Furs Chooses ManageMetrix®

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FOR IMMEDIATE RELEASE

Multi-channel Retailer Fabulous-Furs Centralizes Data, Upgrades Operational and Strategic Environment with Taurus Software's *ManageMetrix*® Business Intelligence Solution

Redwood City, Calif. – [Taurus Software](#), a premier provider of business intelligence solutions for multi-channel retailers, announced today that Donna Salyers' [Fabulous-Furs](#), a multi-channel retailer of the world's finest faux fur clothing and accessories, has implemented Taurus Software's *Ecomedate* solution and is moving forward with [Manage Metrix](#). Fabulous-Furs joins over 70 other Ecometry clients that have been empowered with business intelligence from Taurus Software.

Fabulous-Furs selected Ecomedate to allow easier and more flexible access to the wealth of data within their Ecometry system. Within a month, Ecomedate went beyond traditional reporting tools to present real-time operational analyses to Fabulous-Furs' business users dynamically and on-demand. The pre-built queries within Ecomedate allow businesses to "keep a finger on the pulse of the business" with the flexibility to drill into details and focus on areas of interest and opportunity.

Manage Metrix is an application-independent solution jointly developed by Taurus Software and [F. Curtis Barry & Company](#). Fabulous Furs will use Manage Metrix to combine the Ecomedate data with other source data to provide an executive-level strategic view of the entire business in areas including inventory, merchandising, and marketing. Pre-built, yet customizable, key performance indicators based on proven best practices in the multi-channel industry help businesses meet profitability goals.

“We love the advantages that Ecomedate provides for our business, so this purchase is one that we can easily justify,” explains Guy van Rooyen, CEO at Fabulous-Furs. “We are adding a new dimension of insight and efficiency to our business. Implementing Ecomedate will enable us to spend 5-10% of our time collecting data and the rest on analysis, whereas before this was reversed. In this challenging economic environment, reliable and timely information is critical for charting a profitable and prudent strategic course. Add to this the new Manage Metrix solution that will enhance the work with KPIs (key performance indicators) that we are currently doing, and we have a strategic view of our entire business. I suspect that this decision to implement Ecomedate and Mange Metrix will enable us to improve our fill rate, efficiency of inventory, and inventory turn rate while helping us support 15-20% more sales volume with the same head count.”

Priorities for Fabulous-Furs include achieving “a single version of the truth,” and disseminating reliable information across the entire company to make smarter business decisions. The combination of Ecomedate with Manage Metrix provides rapid analysis, as well as pre-built KPIs to monitor the health of the business.

"We want to see our fill rate consistently above 95%. Inventory forecasting is a challenge; our goal is to work closely with our merchants and planners to better understand the sales cycle, making sure we are in stock and achieving fill rate goals," states Guy van Rooyen. "I think Ecomedate alone can add 5-10% to our sales in just being able to access data at the marketing level. The other key is that Ecomedate and Manage Metrix allow us to be scalable; we were before but now with the business intelligence we can access, we can grow more efficiently and more profitably than we could without it. We have always had Taurus Software solutions on our radar since we became aware of them. I have always seen it as the final piece in the investment of Ecometry – a piece that unlocks the true power. I am glad that we have implemented and I have no doubt that it will be valuable."

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About Donna Salyers' Fabulous-Furs

Fabulous-Furs is a multi-channel retailer of the world's finest faux fur coats, jackets, throws, and accessories, and is often seen on TV, in newspapers, in magazines, and on stage. Fabulous-Furs has a great selection of faux fur for the whole family. For more information, please visit www.fabulousfurs.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.

About F. Curtis Barry & Company

F. Curtis Barry & Company is a consultancy specializing in multichannel operations and fulfillment for catalog, e-commerce, and retail businesses. F. Curtis Barry & Company offers clients expertise in business process and order management systems, inventory management systems, warehouse management systems; warehousing and distribution; contact center services; inventory management and forecasting solutions; and strategic, financial, and operational planning for all business channels. To learn more about F. Curtis Barry & Company, visit www.fcbco.com or call 804-740-8743.

For more information

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