Successful multi-channel businesses know:

- Which sales channels and media attract the most customers
- Which merchandise are "winners" or "losers"
- How to balance customer demand with inventory levels
- Which efforts contribute or detract from the bottom line
- The importance of Key Performance Indicators to monitor profitability

Think fast. Taurus Software brings you Manage Metrix, the first key performance indicator (KPI) and business intelligence application developed specifically to provide an executive-level view of the company. It provides you with the ability to pull together data from disparate systems, databases and spreadsheets to provide <u>A Single Version of the Truth</u>. As a result, you're able to proactively monitor the overall health of your company, make informed decisions that impact your profitability and quickly address issues that negatively affect your business.

Manage Metrix

The business intelligence application developed specifically for multichannel executives

Manage Metrix is the first business intelligence solution developed to provide you with an intuitive view of your business through the establishment of Key Performance Indicators (KPIs) and the ability to measure performance against them. The process for obtaining information and monitoring results throughout key areas of your business becomes streamlined, with consistent information presented to all levels of management. With Manage Metrix, you have the business intelligence that tells you what you need to know, when you need to know it, and what you can do about it.



Taurus Manages Manage**Metrix**

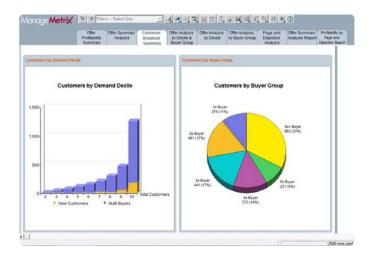
See a Single Version of the Truth

Manage Metrix provides an executive view of the business with a technical architecture that pulls together data from disparate applications and source types in a centralized environment. It eliminates the excessive gathering, cutting, and pasting that frequently consumes time and resources. Manage Metrix then provides a strategic presentation of KPIs and key metrics - based on over thirty years of research and consulting by F. Curtis Barry & Company - that provides managers and executives with business intelligence that is ready to use.

Across the Enterprise

Marketing - How to best invest Marketing dollars

- Return on Investment on your marketing efforts
- Performance of list segments (lists, segments, and buyer groups all combined with promotions)
- Which price, media, spotlight, and message to buy help meet your marketing goal
- What profitable promotions share in common
- Which offer/customer combinations are most profitable
- What efforts result in new customers; what efforts motivate existing customers
- Which customers are most valuable





Merchandising - Maintaining a profitable product mix

- Net contribution to profit with details down to individual SKUs
- Performance of merchandise against plan
- Price Range Analysis
- Vendor scorecard

Inventory - Optimizing Inventory position

- The optimum minimum amount of inventory to carry that will satisfy customer demand
- Inventory investment, costs and return on the investment
- Easily identify aged inventory and the carrying costs involved
- See backorder history, with enough information to help reduce and prevent backorders
- Understand how your inventory turn rate is impacting your profits and what changes can improve the bottom line
- See ongoing relationship between inventory positions and fill rates

Take action

With Manage Metrix, what you need to know and what you need to do are within easy reach. That's because Manage Metrix is tailored specifically to the needs of the multi-channel executives and managers. It not only provides you with access to the information you need, but it also offers actionable recommendations that make you more responsive and accurate in the decisions you make.

Find out more when you visit managemetrix.com or call 650.482.2022 x1.

At Taurus Software, making data liquid means helping turn data into business intelligence, smart decisions, and competitive advantages - the lifeblood of your company. 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 within business systems.



To learn more about Taurus Software or products designed for other data platforms and applications, please call 650-482-2022 ext. 1, or visit www.taurus.com