

Taurus Software

Press Release: Natural Solutions Partnership

September 2, 2010

## FOR IMMEDIATE RELEASE

### **Taurus Software and Natural Solutions Announce Partnership to Deliver Actionable Business Intelligence to Natural Order Users**

*Key Performance Indicators (KPIs) and key analytics found in Manage Metrix provide valuable insight and effective cost-cutting strategies to Natural Solutions' clients*

Redwood City, Calif. – [Taurus Software](#), a premier provider of business intelligence solutions for multichannel retailers, and [Natural Solutions](#), an industry leading software solutions and services provider to the multi-channel commerce industry, announced today a partnership to deliver revolutionary business intelligence to Natural Order users. Natural Solutions chose to partner with Taurus Software because of Taurus' cutting-edge solutions and expertise in the multi-channel field. "Taurus is an expert in the realm of business intelligence and analytics," states Tyce McIntosh, Co-Owner of Natural Solutions. "By partnering with Taurus, our clients will now be able to transform their accumulated data into valuable insight and strategic direction based on industry best practices and KPIs." Reducing costs and improving profitability in the current economic climate is critical. Manage Metrix's pre-built analyses identify specific financial opportunities by mining production data and highlighting where changes can be made in inventory, product mix and marketing efforts that will have the greatest impact to the bottom line.

[Natural Order](#) is a corner-stone software application from Natural Solutions that streamlines daily activities in areas such as order management, order processing, inventory management, marketing management, and data analysis. A product of Taurus Software and [F. Curtis Barry & Company](#), [Manage Metrix](#) is a robust business performance management solution. Manage Metrix utilizes KPIs, pre-built queries and key analytics – combined with industry best practices gleaned from work by F. Curtis Barry and Company with hundreds of multi-channel companies over the last thirty years – to deliver an executive-level view of the company.

By unifying data from disparate systems, databases, and spreadsheets, Manage Metrix will enable Natural Order users to obtain a “single version of the truth.” Manage Metrix users have the ability to make informed decisions based on consistent information presented to all executives and managers. Key metrics enable users to monitor and optimize inventory levels, ensure they are carrying a profitable product mix, and learn where to spend their marketing dollars most effectively. “True business intelligence is analyzing data to the point that it has meaning; allowing businesses to reduce costs and improve profitability,” states Tyce McIntosh. “The analytics and actionable business intelligence from Taurus will give our clients the tools they need to carry less inventory, perform succinct marketing analysis, and make excellent strategic business decisions, resulting in a significant competitive advantage.”

Natural Solutions’ state of the art back-end software and Taurus Software’s business intelligence and analytics make for a unique combination, and will provide a major benefit to clients looking for a competitive edge. The partnership with Taurus enables Natural Solutions to provide expanded services and a new dimension to their current product offerings. [Cheap Joes Art Stuff](#), a

Natural Solutions client and a retailer of quality art supplies, is currently implementing Manage Metrix and deploying key metrics in their environment. "Several areas that Cheap Joes specifically wants to analyze are product's sales trends, buyer behavior, and the performance of newer media types such as email campaigns and affiliates," states Cailean Sherman, President of Taurus Software. "Our customers have been accumulating data for years. Manage Metrix lets them uncover the actionable intelligence buried in this history."

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### **About Natural Solutions**

Natural Solutions is an industry leader in providing software solutions and services to the multi-channel commerce industry. Our integrated suite of software and professional services provides our clients with the power to effectively interact with their customers while at the same time transacting business. To learn more about Natural Solutions and our solutions and services, please call 317-596-1215 or visit <http://www.naturalsol.com>.

### **About Taurus Software**

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 and our offerings designed for various data platforms and applications, call 650-482-2022 ext. 1, or visit <http://www.aurus.com>.

### For more information

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