



FOR IMMEDIATE RELEASE:

F. Curtis Barry & Company, Taurus Software Partner to Make Key Multichannel Data Easily Accessible and Usable

Upcoming solution will bring together multiple data sources to analyze business performance, aid merchandise analysis, analyze productivity in call centers and fulfillment centers

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For 20 years, Taurus Software has been “making data liquid” for over 700 companies world-wide, with over 80 clients being in the direct marketing business. Founded in 1984, F. Curtis Barry & Company is a nationally recognized operations, fulfillment and warehouse consulting firm serving the multichannel industry, developing solutions that combine proven industry best practices with the latest technology available. Now, in a joint venture, the two companies are developing a software product that provides:

- A management dashboard of key performance indicators (KPIs)
- Pro-active alerts that identify areas where you can improve your business and save hard dollars
- Ability for managers to easily “point, click and drag” for analysis and reports
- Online updates to these dashboards and analysis tools from the underlying databases
- Modifiable templates that can be tailored for each business
- Analytical modules including e-commerce, marketing, merchandising, inventory control, operations and finance
- Ability to import plans, budgets and history (e.g., calls, orders, shipments, etc.)

The combination of F. Curtis Barry's unparalleled industry knowledge of what to look for to improve your business, and Taurus' ability to draw together data from any source and provide dynamic analysis, provides an entirely new way to view your business. Instead of having to find what's wrong, these metrics will point it out to you.

The joint venture's first application module will concentrate on merchandising, with an analytical series for measuring product profitability using net contribution to profit, including fulfillment and overhead expenses to the SKU level. Analytical sequences include:

- Promotion, category, sub-category
- Page and depiction
- New versus repeat product
- Import versus domestic product
- Price range report

Consulting services will be provided by F. Curtis Barry & Company to interpret the KPIs and industry benchmarks, as well as to assist companies in planning strategies to improve their businesses.

Taurus' President, Cailean Sherman, explains, “For the last five years we've been helping multichannel retail businesses gain ad hoc access to their data. But this has required that the users work through their data to uncover problems and inefficiencies. We knew that there must be a way to offer solutions, rather than just information. We knew that if we could gather all of the information necessary to answer a

question—‘how are my products really performing?’ including costs and budgets and overhead and sales—that we could identify which products were truly making money, and which were losing money.”

Adds Curt Barry, President of F. Curtis Barry & Company, “Combining F. Curtis Barry's experience and expertise with Taurus' tools allows us to create a unique pro-active analytical package. It is platform and source system independent, which means any customer can take advantage of the metrics regardless of their application package.”

About Taurus

Taurus Software has been making data liquid since 1987. Taurus offers an entire range of solutions that incorporate products such as DataBridger—a robust open platform data foundation creation tool, and application specific data models such as Ecomedate for Ecometry customers and Analysis Suite—a powerful analytical and reporting toolset. Taurus is a member of the HPe3000 Transition Partners Program and has technology partnerships with DirectTech, Quest Software, Lund Performance Solutions, Managed Business Solutions, Escalate Retail, Orbit Software, Pathway Pacific, DST Health Solutions and Acumium. To learn more about Taurus Software, visit www.taurus.com or call 650-482-2022 x1.

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 offer 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.fcbarry.com or call 804-740-8743.