



Press Release: FOR IMMEDIATE RELEASE:

Taurus Software solution adds sparkle to Fire Mountain Gems

REDWOOD CITY, CA, September 03, 2007. Taurus Software, a leading provider of data movement, warehousing and synchronization tools, recently announced that Fire Mountain Gems and Beads has begun using its Ecomedate and Analysis Suite solutions for Ecometry users.

With over 75,000 active SKUs in their largely Web-based business, Fire Mountain supplies jewelry findings, gems, and beads to artisans around the globe, and is one of the world's largest direct marketers of these products.

The company began migrating select tables over to the Ecomedate data foundation in January of this year, and went live with a phased implementation in April, focusing initially on users in their marketing department.

"We worked directly with Taurus to strategize a limited roll-out that would let us better control the process," says Bonnie Walker, Project Manager for Fire Mountain, explaining that this approach would help build success stories and in-house "evangelists" for taking the solution company-wide. "We want to give our users a common data source they can go to," adds Ellen Smith, Information Technology Manager. "We wanted to provide our internal clients with a tool to eliminate the need for multiple spreadsheets, Access databases, and numerous-step processes to get to their information. And we really want them to embrace this [Taurus] product."

Based on the initial feedback from their marketing department—which now has access to a trove of data for better forecasting and decision making, Smith's vision seems all but assured.

About Taurus Software

An Ecometry Alliance Partner, Taurus Software has been making data liquid since 1987. Taurus products include Ecomedate—a robust open platform data foundation for Escalate Retail customers, Analysis Suite—a powerful analytical and reporting toolset, plus an entire range of solutions. Taurus is also a member of the HP e3000 Transition Partners Program and also has technology partnerships with DirectTech, Quest Software, Lund Performance Solutions, Managed Business Solutions, Ecometry Alliance partner, Orbit Software, Pathway Pacific, Amisys Synertec Inc. and Acumium. To learn more about Taurus Software, visit taurus.com. Or call 650-482-2022.

About Fire Mountain Gems and Beads

Uniting the World One Bead at a Time®, Fire Mountain Gems and Beads® is the nation's leading beading and jewelry supply. Located in Grants Pass, Oregon, they are noted for their exceptional customer service and product selection—offering over 75,000 hot jewelry-making supplies to wholesalers, retailers and designer/artists for the past 34 years.

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