



Which products are my customers purchasing?

What promotions are most effective?

How are my channels performing?

Think fast. The information you need is there — if only you could get to it. Now, with Taurus Measures for CommercialWare, you can. This remarkable software moves production data where you can access it and puts it in a usable format, with real-time availability. Taurus Measures for CommercialWare provides you with the tools to analyze and share information when and how you need to; enabling you to make decisions, make plans, and even make changes more quickly, easily, and thoroughly than ever before. That's why multi-channel managers are turning to Taurus for solutions.



Taurus Software
Making Data Liquid

The need-to-know-it-now solution.

Cost-savings, operational efficiencies, marketing reach, customer satisfaction, merchandise selection, short-term challenges, long-term results – making the right decisions means having access to the right information at the right time. That's why more multi-channel retail managers turn to Taurus Measures for CommercialWare.



Taurus Measures
for CommercialWare

What you need, when you need it.

Developed specifically for the multi-channel environment, Taurus Measures unlocks the information you've been capturing in your production and operational systems, translates it into an easy-to-use format, and puts it within user's reach – in real-time. Dashboards, queries, and reports put information into a dynamic view – complete with charts, graphs, and full-pivot tables. Even create your own custom queries to make more timely decisions or share data while it is still relevant.

Data from any source.

Expand analysis beyond production data to include data from any source to enhance your decision-making capabilities in such areas as:

- Sales performance
- Channel analysis
- Promotion performance
- Inventory aging

The solution that speaks your language.

It's your data. Why should your access to it be subject to someone else's interpretation – or schedule? With Taurus Measures, you're able to use pre-built dashboards, queries, and reports to access, analyze, and share data. Best of all, it speaks to you in a language you understand, using terms that you use in your business – instead of cryptic references to tables, codes, and fields.

What you need to know.

Make tactical decisions and strategic business planning more accurate and more efficient. Taurus Measures allows you to:

- Preserve historical data you specify
- Review when specific actions took place
- Identify problems occurring "right now"
- Break down status of key performance indicators



It's your data. Make the most of it.

Business information is business intelligence. The Taurus Measures solution is the smart way to access, use, and share information that improves your business. Find out more when you call us today. To learn more, visit taurus.com or call 650.482.2022.

Asset Marketing Picked Taurus to Optimize E-Commerce.

"As a result (of Taurus Measures) we were able to implement small changes in our assembly schedule, which resulted in a 65% reduction in backorder inventory. It also meant a huge reduction in order cancellations and an increase in happy customers that will likely shop with us again. We're constantly seeing the value of Taurus Measures."

– Tom Rivers, Asset Marketing

"Sales and other executives see instant, accurate information as a given these days," says Cailean Sherman, President of Taurus Software, "especially with e-commerce. Nobody can, will, or should have to wait. That's why we developed Taurus Measures."

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 Taurus Maps for Ecometry, Taurus Maps for CommercialWare, and Taurus Measures - a powerful analytical and reporting toolset. Taurus is a member of the HP e3000 Transition Partners Program and has technology partnerships with DirectTech, Quest Software, F. Curtis Barry & Co., Lund Performance Solutions, Managed Business Solutions, Escalate Retail, Orbit Software, Pathway Pacific, DST Health Solutions, and Acumium.



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