



FOR IMMEDIATE RELEASE:

## **Escalate Retail and Taurus Software Partner on Advanced Analytics for Ecometry Customers**

*Combination adds sophisticated dashboards and ad-hoc reporting to leading direct commerce solution*

San Diego, CA, October 9, 2007 – Escalate Retail announced today that effective immediately it will begin reselling the Ecomedate and Analysis Suite software from Taurus Software to both existing and new Ecometry Commerce Suite customers. Over 70 Ecometry customers today count on Taurus' solutions to provide sophisticated dashboards, dynamic queries and pivots of critical business data supported by the Ecometry application.

The Ecometry Commerce Suite contains over 800 standard reports on all aspects of the direct marketing and order management operation. Taurus solutions extend these capabilities by adding ad-hoc reporting and sophisticated trend analysis of key business metrics. Combined they provide the most robust set of capabilities in the market today for direct marketers and e-tailers.

"Our customers have been very happy with the Taurus solution," noted Brian Johnson, General Manager for the Direct Commerce Business Unit at Escalate Retail. "It made sense for us to further solidify this relationship so that we can ensure our customers tight alignment between our joint product direction and seamless integration as they upgrade their Ecometry solution."

The Taurus Ecomedate solution transforms operational data from Ecometry into a standards-based data warehouse for its Analysis Suite making it easy to leverage that data into fresh, actionable business intelligence. Analysis Suite provides pre-built dashboards and queries for finance, fulfillment, sales and marketing, merchandising, warehouse management and operations while permitting end-users to do their own ad-hoc reporting without involving IT.

Taurus' Ecomedate and Analysis Suite have been a boon to Ecometry Commerce Suite customers worldwide, helping them to become more competitive and achieve greater efficiencies through broader visibility into their operations – all right from the desktop. The combination of best-in-class operational efficiencies and advanced analytics set the companies' joint offering apart in the marketplace.

"The demand for business intelligence in the marketplace is rapidly growing," says Taurus president Cailean Sherman. "Ecometry customers want the ability to do trending, lifetime value studies and more forecasting. Our solutions offer robust functionality in this area tightly integrated with their existing solution. Working closer with Escalate Retail will take our business to the next level, ultimately doing the same for our customers."

About Escalate Retail

Escalate Retail provides retail software solutions that are behind the scenes at many of the leading customer-focused retail organizations. With solutions spanning the enterprise from Planning through Point-of-Service, Escalate products help over 650 retailers simplify their multi-channel challenge and turn valuable customer insights into actions that drive sustainable loyalty and repeat business. The company maintains headquarters in San Diego, CA and Delray Beach, FL with six additional satellite offices located across North America and Europe. For more information, visit [www.EscalateRetail.com](http://www.EscalateRetail.com).

#### 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 running the Ecometry Commerce Suite and Analysis Suite—a powerful analytical and reporting toolset leveraging this data. To learn more about Taurus Software, visit [www.taurus.com](http://www.taurus.com) or call 650-482-2022 x1.

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