



**Taurus Software**  
Making Data Liquid

**Press Release**  
**FOR IMMEDIATE RELEASE**

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**Taurus Software and Direct Tech Announce Strategic Partnership**

REDWOOD CITY, CA, July 26, 2007. Taurus Software, a leading provider of data movement, warehousing and synchronization tools, and Direct Tech, Inc., announce a strategic partnership aimed at benefiting Ecometry installations worldwide.

Industry insiders were not surprised at the news. Taurus and Direct Tech have specialized in different but highly complementary aspects of the IT realm—transforming often widely scattered and disparate data sources into a single, comprehensive information repository, and then using it to make smarter business decisions.

Both organizations have long focused on serving Ecometry (now Escalate Retail) and other customers who market through e-commerce, catalog, and retail sales channels. With their data movement tools—DataBridger and Studio - plus their robust Ecomedate data foundation, Taurus has developed a well-deserved reputation for helping customers transform their data into highly accessible and actionable information.

On the other end of the spectrum, Direct Tech's state-of-the-art analytical tools are designed to help these same clients improve their supply chain execution in the areas of merchandise assortment planning, inventory management, demand forecasting, inventory purchasing and others.

Together the two firms will offer a seamless, best-in-class solution for their individual and complementary customer bases, plus a host of new opportunities.

"We think this partnership will offer a great synergy for those looking to make their data work harder," says Cailean Sherman, President of Taurus Software. "For a lot of Ecometry users, moving information into a normalized data foundation like Ecomedate has been the first step towards better business intelligence. But planning and forecasting have always been a challenge for our customers. There just aren't that many good tools out there."

Craig Harding, President of Direct Tech, agrees. "Reliable forecasting is a common frustration for many of today's retailers," he notes. "So Direct Tech products like Forecast\* 21 have been very well received in the marketplace. We're excited about offering these users a better way to pull data out of their production systems to get the full benefit from our tools."

The two companies are scheduled to make a formal partnership announcement at the upcoming 2007 Escalate Retail World User Conference in Miami, Florida that begins July 15<sup>th</sup>. Interested companies are invited to visit Taurus Software at Booth #409 and Direct Tech at Booth #307.

**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 Ecometry customers, Analysis Suite—a powerful analytical and reporting toolset, plus an entire range of solutions. Taurus Software is also a member of the HP e3000 Transition Partners Program and also has technology partnerships with DirectTech, Quest Software, Lund Performance Solutions, Hyperion, Managed Business Solutions, Ecometry Alliance partner, Orbit Software, Pathway Pacific, Amisys Synertec Inc. and Acumium. To learn more about Taurus Software, visit [taurus.com](http://taurus.com). Or e-mail [sales@taurus.com](mailto:sales@taurus.com)

**About Direct Tech**

Direct Tech, Inc. is the leading developer of solutions aimed at better merchandising assortment planning, demand planning, and inventory purchasing for organizations that market through e-commerce, catalog and retail sales channels. Direct Tech is an Escalate Retail Solution Partner, a HP Partner, a Microsoft Certified Partner, and an Oracle Partner. To learn more about Direct Tech, Inc., visit [www.direct-tech.com](http://www.direct-tech.com). Or e-mail [sales@direct-tech.com](mailto:sales@direct-tech.com).

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