FOR IMMEDIATE RELEASE

Multichannel Retailer TruckAddons Runs Over Data Obstacles with Taurus Software's *Ecomedate* Business Intelligence Solution

Robust functionality and rapid implementation provide TruckAddons with real time business intelligence

Redwood City, Calif. –   Taurus Software, a premier provider of business intelligence solutions for multichannel retailers, announced today that TruckAddons, a leading retailer of Truck and SUV accessories, has implemented Taurus' *Ecomedate* solution in their strategic environment. An Ecometry client, TruckAddons was looking for a way to spend less time building reports and more time strategizing and improving business efficiencies. Fortunately, TruckAddons received recommendations of Taurus Software's solutions from Escalate Retail and multiple Ecometry clients. A high priority for TruckAddons was finding a solution they could implement rapidly in order to realize cost-savings immediately.

TruckAddons' requirement for real-time analysis was met by Taurus Software's *Ecomedate* solution. Ecomedate is a real-time business intelligence solution that places Ecometry production information at the user's fingertips. Ecomedate merges Ecometry production data with external sources to create a single reporting and analysis environment. Pre-built analytics allow business users to

ask and answer their own questions in the areas of Finance, Marketing, Merchandising, Inventory, Distribution and the Call Center. The robust insight offered by Ecomedate has allowed TruckAddons to identify current problems and overcome these issues immediately. TruckAddons' data has been streamlined in Ecomedate and is available to users in real-time. Processing time and strain on the Ecometry software have been reduced considerably, and data can now be uncovered at a faster rate than ever before. Information is much easier to access, allowing TruckAddons to spend the majority of their time strategizing and improving their business. Customized mappings provide tables for customized reports. The combination of pre-built analytics and customized mappings give Ecomedate users the ability to look at their data in a revolutionary way.

A rapid implementation of Ecomedate would enable TruckAddons to experience fast relief to their data obstacles. After only one month – and hard work put in by both parties – TruckAddons was live on Ecomedate. "I am thoroughly satisfied by the diligence and hard work put in by Taurus' in-house Support staff," states Shane Higdon, Ecometry DBA at TruckAddons. "They have delivered on our deadlines and have been a real pleasure to work with."

A fast implementation and a product that meets their needs has enabled TruckAddons to make great advances in a short time. Simplified yet valuable reporting, including Point of sale balance sheets, and Ecometry Point of sale registers analysis have been made available. TruckAddons has built new analyses to monitor actual cash intakes and credit card processing on a real-time basis, and SQL users are able to access data faster than ever before. "I strongly recommend that multichannel retailers look at Taurus Software's solutions," states Barry Sanders, Owner of TruckAddons. "Our purchase of

Ecomedate has been worth every penny, and there is even more value that will emerge over the long run of us using this product."

About TruckAddons

TruckAddons has been in operation since 1999 and is one of the longest running automotives sites on the internet. TruckAddons sells most truck accessory lines from thousands of truck accessory manufacturers and takes pride in selling high-quality products at competitive prices. TruckAddons' Corporate Office, Retail Store, and main warehouse are based out of a central location in Lexington, Kentucky. For more information, please visit www.truckaddons.com.

About Taurus Software

At Taurus Software, "making data liquid" means helping turn data into business intelligence, smart decisions, and competitive advantages – the lifeblood of your company. Taurus products include a variety of applications developed to help clients get more from their data by allowing them to Move, Map, Measure, and Manage data regardless of where it resides within business systems. To learn more about Taurus Software and our offerings designed for various data platforms and applications, call 650-482-2022 ext. 1, or visit http://www.taurus.com.

For more information

Zaki Hussain, Taurus Software Media Contact

Phone: 650-482-2022, ext. 407

Fax: 650-482-2010

zaki@taurus.com