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For Immediate Release

Profitbase to unveil Retail Business Insight Solution at National Retail Federation's 99th Annual Convention

Solution Delivers 360 Degree Visibility to all Stakeholders

New York City, New York USA – 7 January 2010 - Profitbase AS, a global business performance management software vendor, known for delivering rapidly deployed business intelligence (BI) and planning solutions to retailers, today announced they will unveil and demonstrate the latest release of their Retail Business Insight solution at the National Retail Federation's 99th Annual Convention and Expo (www.nrf.com) in New York City, January 10-13, 2010. Profitbase will be exhibiting in both the Microsoft booth (#836) and in the ARTS Pavilion (#2037). The Profitbase Retail Business Insight solution delivers 360 degree visibility to all aspects of business performance including channels, stores, chains, categories, inventories and financials to all stakeholders in a retail organization. The solution empowers retailers with decision support and planning capabilities so they can compare performance of stores and categories, plan more effective promotions, reduce out-of-stock occurrences, optimize staffing levels and improve inventory turns and margins.

The Profitbase Retail solution is comprised of three significant functional areas:

- **Data Warehouse / Business Intelligence:** The Profitbase Retail solution consolidates data from existing ERP, Point-of-Sales, CRM, Loyalty, Customer Traffic, Web systems and existing data warehouses to provide one consolidated view of the retail enterprise. The solution is quickly deployed using Profitbase Studio, the company's data warehouse and OLAP cube accelerator software, which is used to deploy their Retail Business Templates. The Templates capture and extend the NRF Association for Retail Technology Standards (ARTS) data warehouse standards providing metrics, key performance indicators and filtering criteria that every retailer would expect to have. The Templates reduce costs, risks and deployment time.
- **Dashboards & Reports:** The solution also provides dashboard and reporting tools to match the needs and skills of the user. For retail decision makers who need a zero-installation, zero-maintenance and zero-training dashboard to monitor key metrics for the organization, a region, a chain or a store then Profitbase InFront Analytics is provided. InFront is a web-based dashboard that allows decision makers to use their browser to get updates anytime, anywhere. For head quarter personnel, such as retail analysts and category managers who need a more

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sophisticated reporting tool, Profitbase Retail offers several options including Microsoft Office SharePoint Server 2007 and Microsoft Office Professional 2007. When a retailer has a preferred reporting and dashboard tool these are also easily accommodated.

- **Budgeting and Forecasting:** The Profitbase Retail solution also includes powerful web-based budgeting and forecasting software, named Profitbase WebPlan, that streamlines the planning process by integrating financial and operational planning with performance analytics in one system to speed deployment, improve accuracy and reduce planning cycle times to days. WebPlan collects budget input data using just a browser, supports concurrent top-down target setting and bottom-up plan development as well as capital expenditure and headcount planning. Final budgets are automatically consolidated and downloaded to the Profitbase data warehouse so both budget and actual figures are delivered to users in dashboards and reports.

“The Profitbase Retail solution improves retail operations to meet consumer demand with comprehensive business insight that enables demand-driven merchandising,” notes Jan de Jong, worldwide industry solutions manager, Distribution & Services, Microsoft Corporation. “The Profitbase solution fully utilizes Microsoft technology to provide our retail customers with industry-standard analytics that match the various job roles found in the retail organization. When combined with Microsoft SharePoint and Office capabilities, the solution empowers each user with the information they need to improve performance.”

“This release of the Profitbase Retail solution is functionally rich and rapidly deployed so retailers are able to quickly baseline the performance of their operations and then institute new procedures and plans and immediately measure and see the results,” comments Borre Tharaldsen, CEO of Profitbase AS. “We are working closely with Microsoft and together we are committed to bringing high value solutions to retailers so they have the insight they need to optimize their operations,” Tharaldsen adds.

About Profitbase

Profitbase is a technology leader in delivering rapidly deployed business intelligence (BI) and planning solutions to retailers, healthcare providers, manufacturers, and many other markets throughout the world. Their solutions include software tools and out-of-the-box capabilities that enable deployment times, cost and risk to be significantly reduced. Their solutions provide businesses with one consolidated view of information resulting in 360 degree visibility to all aspects of business performance and accelerate planning cycles enabling users to plan, track and act on performance based on their roles in the organizations.

Profitbase is a Microsoft Gold Certified Partner, a NRF ARTS member and chairs the ARTS Data Warehouse committee.

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