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Dacos wins Website Award

Individual, appealing and highly informative – due to these features the website of Dacos Software GmbH was awarded the third place on the occasion of the Saarland Website Award 2009.

Saarbruecken, 13. February 2009. Complex contents and products are explained in an appealing and well-structured way. Further information can easily be downloaded by interested persons. In addition every visitor of www.dacos.com is personally addressed by means of a video recording: All these features completely convinced the Jury of the Saarland Website Award. Moreover, experts were enthusiastic to see that the total website contents are available both in German and in English and French language. As a result the software enterprise situated at Saarbruecken was allocated the Saarland Website Award 2009 in bronze on January 29, 2009.

130 enterprises belonging to retail, industry, handicraft and services participated in the tender, but only three were awarded a price. The sculpture atelier Hassdenteufel & Kasakow (<http://www.hk-bildhauer.de>) finished second, and the public utility company Stadtwerke Bliestal (<http://www.stadtwerke-bliestal.de>) showing an exceptionally customer-friendly website presence came off as the winner of the golden award.

This year, the Saarland Website Award was put out to tender for the fifth time. The price awarding was effectuated by the competence centre for electronic business traffic KEG Saar. A jury is evaluating the websites taking into account the aspects visitors targeting, useability, representation and creativity, technical implementation and legal conformity. The website of Dacos Software which was awarded the third place was realized by the marketing agency Visia GmbH located at Stuttgart.

About Dacos Software GmbH

Dacos Software GmbH develops software for the simulation, analysis and prognosis of customer behavior. With the Retail Simulation Engine, assortments, prices and promotions in the retail branch can be reliably simulated and optimized. The innovative software solution is based on the latest research results in Artificial Intelligence and the scientific evaluation of the retail and marketing industries. Since the introduction of the Retail Simulation Engine, seven retail businesses have already decided to implement this solution.

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Contact:

Sandra Nozar
Dacos Software GmbH
Science Park 2
D-66123 Saarbrücken
Fon +49 681-394671-18
Fax +49 681-394671-19
E-Mail: marketing@dacos.com
www.dacos.com