
News

Dacos is launching the company blog

Dacos Retail Intelligence Blog – latest and useful information on the retail world

Saarbruecken, August 27, 2009. Dacos has extended its online possibilities: “Dacos Retail Intelligence Blog” is the name of the company blog launched by the Saarbrueck software developing company that is to provide argumentation with the retail world. The Corporate Blog focuses on the information and the dialogue with people being interested in retail in general and in Retail Intelligence in particular. By means of a manifold mixture of subjects, weekly repeatedly actualized articles and personal comments under www.dacos.com/blog the Dacos team results in keeping the reader up-to-date on both the latest developments in the retail industry and on news on Dacos itself.

Sandra Nozar, the marketing manager with Dacos Software GmbH and the initiator of the Dacos blog, declares: “Corporate Blogs are winning more and more recognition in the online communication. This virtual world of information, opinion forming and communication offers room for everything we come across in our daily business and our customers and partners as well as the web community might be interested in. We understand the Retail Intelligence Blog above all as mouthpiece and discussion platform around the subject retail. That is exactly in the blog where our experts are investigating latest market trends and developments, strategies on the optimization of assortments, prices and promotions in the retail sector and where they will take a stand on these subjects. “

Dacos Website nominated for the “Design Award of the Federal Republic of Germany 2010”

The Dacos online offer does not only deliver convincing contents, but also a very appealing design: The Dacos website (www.dacos.com) is nominated for the Design Award of the Federal Republic of Germany. The reputed price awarded by the German Federal Ministry of Economy and Technology is the highest official design distinction in Germany. The criteria that have to be met in order to be allowed to participate are accordingly high: Companies that are invited to submit an offer, always have to be awarded previously with a national or international price. That is the reason why the German Design Price is also named the “Price of Prices”. Already in February the Dacos website was honored with the “Saarland Website Award 2009” (third place).

The winner of the design price will receive a respective notification in September. The official price award will take place on February 12, 2010 as part of the official opening of the “Ambiente – International Frankfurt Fair”.

News

About Dacos

Dacos Software GmbH develops software for the simulation, analysis and prognosis of customer behavior. The Retail Simulation Suite allows a reliable simulation and optimization of assortments, prices and promotions in the retail branch. This innovative software solution is based on the latest research results of Artificial Intelligence and the scientific evaluation of the retail and marketing industries. Since the introduction of the Retail Simulation Suite on the market, already eight retail businesses located in German speaking countries have decided to implement this solution. In addition Dacos has at its disposal a vast consulting competence with regard to both the implementation and the extension of data warehouse systems and the Business Intelligence methods required for visualizing the data.

Contact:

Dacos Software GmbH
Sandra Nozar
Science Park 2
D-66123 Saarbruecken
Fon +49 (0)681/394671-18
Fax +49 (0)681/394671-19
E-Mail: marketing@dacos.com
www.dacos.com

vibrio. Kommunikationsmanagement Dr. Kausch GmbH
Sabine Haimerl
Fon +49 (0)89/32151-869
Fax +49 (0)89/32151-77
E-Mail: sabine.haimerl@vibrio.de
www.vibrio.de