

Press Release

New solution for sales optimization on the basis of Artificial Intelligence

Dacos Retail Simulation Engine at the EuroCIS 2009

Saarbrücken, December 18, 2008 – Dacos Software GmbH, a spin-off of the German Research Center for Artificial Intelligence, is presenting the updated version of their Retail Simulation Engine at the EuroCIS 2009 at the IBM partner stand (Hall 14, Stand B18). The software solution simulates and analyzes the purchasing behavior of customers in specialty stores and deduces reliable prognoses about future buying decisions from the information gathered. The solution, which is being offered exclusively by the German provider, has been already successfully implemented by Dacos in seven companies in the German food industry. The EuroCIS, which is held in Düsseldorf from February 10-12, 2009, is Europe's leading trade fair for Information Technology and Security in Retail.

Until now, the retail industry has been spared from the economic recession. In 2009, however, buying power is expected to stagnate, according to a current study of the GfK consumer research institute. Therefore, the optimal assortment policy and a flexible and efficient adjustment of prices is gaining continual significance for the retail industry. In collaboration with scientists, Dacos Software has developed a software solution for the simulation and optimization of assortments, prices and promotions in the retail branch. With the Retail Simulation Engine, which the company is presenting as an IBM Business Partner at the EuroCIS, the purchasing behavior of consumers is simulated, analyzed and predicted according to the latest scientific methods from the areas of Artificial Intelligence and econometric models.

Demonstration of the Retail Simulation Engine Using Actual Customer Case Studies

Dacos Software will be presenting the Retail Simulation Engine live and on-site to the fair visitors at the EuroCIS. The four modules of the software solution will be demonstrated using actual case studies. In cooperation with Globus and using the example of a goods shelf with a typical assortment section – for example shampoos – the **Price Engine**, which makes a proposal regarding the optimization of shelf prices, will be demonstrated. The resulting suggested prices will be compared with the actual prices, the discrepancy will be exemplified using before and after results. A further pillar of the Retail Simulation Engine is the **Promotion Engine**, which enables the optimization of the success of promotions that have been conducted. Regarding the improvement of the assortment of goods, the **Product Engine** provides key figures and prognoses that enable the retailer to make quick and reliable decisions

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about the inclusion and exclusion of products. The **Customer Engine** determines buying recommendations for consumers through the creation of customer profiles and therefore enables an individual customer approach. This will be demonstrated at the EuroCIS using the example of a cash register system from IBM.

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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