
Press Release

Dacos provides customers with a further competitive advantage

Due to a cooperation with the market research enterprise Preiszeiger, users of the Retail Simulation Engine now have an even better overview of competitor prices. This gives them a clear advantage when it comes to pricing and the placement of promotions.

Saarbrücken, November 14, 2008. Continuing price and advertising battles prove without a doubt: Retailers are having to deal with increasing competition regarding their customers. In order to successfully stand out against the competition and improve their own market position, it is mandatory for a retailer to know the price and promotion policies of their competition. Relevant information is, however, hardly available to retail businesses or great effort must be taken to collect and maintain it. Now Dacos provides a practical solution for this problem to its customers: „Due to a cooperation with the commercial information service Preiszeiger, we can now integrate up-to-the-minute price and assortment data - in particular data from discount and drug store retail businesses - in the Retail Simulation Engine“, says Professor Dr. Joachim Hertel, Managing Director of Dacos Software GmbH. They are automatically accessed for all calculations and therefore target-oriented for the optimization of price and promotion decisions. „Those who are doing business in or with the German retail industry need to know the price and assortment structure of the competition“, affirms Jorge Gregório, Managing Director of Preiszeiger Commercial Information Service GmbH. „It's the only way that retailers can make substantiated decisions in regard to their buying and selling.“

The Retail Simulation Engine from Dacos provides retail businesses with the decisive information for optimal pricing and therefore successful promotions: It simulates the customer reaction to a particular price or promotion. It thereby uses the methods of Artificial Intelligence (AI) to evaluate the data of a retail business. The more data available, the more precise the results will be.

„With the decision to collaborate with Preiszeiger, we are continuing with our strategy that we initiated with the cooperation with Markant: We want to provide our customers with continuously better services“, declared Hertel.

About Dacos

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 industry can be reliably

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simulated and optimized. This innovative software solution is based on the research results of 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.

About Preiszeiger

Preiszeiger Commercial Information Service GmbH, with its headquarters in Cologne, is a market research business that is specialized in price research. By order of the food and non-food retail business and industry and the suppliers of the retail industry, the company systematically collects the prices of all products from the leading German food discounters Aldi, Lidl, Netto, Penny, Norma and Plus as well as the drug store discounters dm, Schlecker, Müller and Rossmann. The data is monitored and updated daily.

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