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Dacos cooperates with Market Research Institute IFM MANNHEIM

Consulting and support services for the retail industry as well as Know-How exchange represent the focus of cooperation

Saarbrücken, October 20, 2009. Dacos Software GmbH, a leading provider of analyzing and simulation systems for the retail sector and IFM MANNHEIM, the first¹ institute for market psychology in Germany have agreed upon a cooperation. Both companies are consolidating their competences and intend to cooperate in future in the areas of both software consultancy and market research for retail companies. The cooperation aims at placing the know-how into the customer's service and at benefiting from synergy effects. Dacos and IFM MANNHEIM are going to realize joint market tests for customers or potentials belonging to the retail sector; the customers will take advantage of the evaluation effectuated by an independent market research institute.

With immediate effect Dacos and IFM MANNHEIM are cooperating in realising projects and studies for retail companies. For the purpose of market tests Dacos will provide the IFM MANNHEIM with its software solutions, such as the Price Engine developed by Dacos. This software product allows to calculate precisely how the prices of items belonging to a product line are to be fixed in an optimum way with regard to the target of meeting the customers' requirements as well as of increasing one's own profit and maintaining one's price image.

In return, IFM MANNHEIM will contribute its knowledge in the area of market research and the corresponding methods. In test runs carried out with the solutions developed by Dacos in retail companies IFM MANNHEIM will e.g. determine the test and the control groups, i.e. what markets are to use actively the Price Engine and what markets are to provide the benchmark. IFM MANNHEIM will realize a quantification and evaluation of the profit changes undergone by both groups. The advantage for the customer consists in the fact that the data as well as the results are collected, analyzed and interpreted by an independent market research institute.

Prof. Dr. Joachim Hertel, CEO with Dacos Software GmbH, explains: "Dacos and IFM MANNHEIM act as pioneers in their corresponding field of activity: Dacos is considered to be the expert for analyzing and optimization software on the retail market. Prof. Dr. Gert Gutjahr, the scientific director of IFM MANNHEIM, and his team are doing research according to the latest findings. They put themselves into the

¹ founded in 1959

Pressemitteilung

consumer's head from the market psychological point of view, thus being able to analyze the reasons and motives for their purchasing behavior. It is not primarily Dacos and IFM that will benefit from the bundling of these competences, but above all the customers. Our intention is to support them at best in realizing successful marketing strategies.“

About Dacos

With the Retail Simulation Suite Dacos Software GmbH provides a comprehensive solution for the customer and profit oriented optimization of assortments, prices and promotions that will result at short notice in a significant gross profit increase. A great number of renamed retail companies located in German-speaking countries have already taken their decision to implement the Retail Simulation Suite. In addition Dacos uses its professional and technical competences to support retail companies in successfully implementing both Data Warehouse and more profound Business Intelligence solutions.

About IFM MANNHEIM

For more than 60 years IFM MANNHEIM is researching the consumers' purchasing and decision behavior. The scientific basis of research, own fundamental research activities and the permanent contact and exchange with universities and academies count among the principles applied by our institute. For a long time already IFM MANNHEIM relies on scientific experiments directly at the POS when investigating into the effects of marketing activities such as price changes. Market-psychological methods with regard to behavioral monitoring at the POS complete the range of methods: They reveal habitual behavior patterns and decision heuristics allowing IFM MANNHEIM to provide comprehensive Shopper Insights information and substantiated evaluation results of POS measurements.

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Pressemitteilung

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