

Globus introducing Retail Simulation Engine across Germany

Roll-out launched at all 38 Germany hypermarket locations

Saarbrücken. Feb. 22, 2008 – Optimising product ranges and sales promotions while increasing customer frequency, turnover and earnings – Globus is putting its trust in the solutions of Dacos Software and using the Product Engine and the Promotion Engine, two modules of the Retail Simulation Engine developed by Dacos, across Germany.

By providing product-range, group-purchase and till-receipt analyses, the Product Engine helps the product manager to more efficiently take decisions on assortments and listings. And the Promotion Engine will enable Globus to conduct a more effective and more focused form of trade promotion planning by automatically optimising the advertised product mix for a leaflet series in terms of its impact on customer frequency, turnover and earnings.

“Location-related and, above all, customer-focused product-range and promotion decisions are fundamental guarantors of success at Globus. In extensive real-world tests conducted at seven of our locations, we achieved promising results with Dacos’ solutions. This is what convinced us to use both Dacos Engines to optimise the product range and leaflets for our 38 locations in Germany,” said Uwe Lilienthal, Head of the product-range management drug store at Globus.

To develop the Retail Simulation Engine, the Saarland-based company Dacos worked with the German Research Centre for Artificial Intelligence, the Institute for Commerce and International Marketing and the University of Saarland. Drawing on the latest findings of computer science, the software solution makes it possible to determine and simulate consumer behaviour models. It consists of various modules: The Promotion Engine enables the user to test the effectiveness of advertising measures as well as to optimally determine his pricing image and competitors’ prices both in terms of customer needs and in terms of his own earnings. The Product Engine enables the product range to be optimised. It can also determine which brand has the most appeal to customers and how a brand’s customer profile can change when the price or sales channel is adjusted.

“I am really happy that we are intensifying our trusting relationship with Globus. Globus is a major retail company and a leader in customer satisfaction,” said Professor Dr. Joachim Hertel, the Director of Dacos Software. “Thanks to our solutions, which project possible consumer behaviour by using the methods of Artificial Intelligence, Globus can now orient its product range and promotions even more directly towards the needs of its customers and, as a result, further extend its leading position.”



About Dacos:

The Dacos Software Ltd. was founded in 2001 as a spin-off of the German Research Centre for Artificial Intelligence. Their focus is the development of a new generation of analysis, prognosis and simulation systems. Dacos has already developed such software solutions for the retail and consumer goods industry. The use of Dacos core technology is planned in other branches. Dacos was founded by Professor Dr. Joachim Hertel, Professor Dr. Joachim Zentes and Professor Dr. Jörg Siekmann (all from the University of the Saarland). Dacos's developments are based on the most current findings in Artificial Intelligence, as well as trade and marketing research.

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