



Applied Intelligence Solutions, LLC
10955 Westmoor Drive, Suite 400
Westminster, CO 80021
www.aisllc.com

FOR IMMEDIATE RELEASE

Contacts:

Sara McMillan
Applied Intelligence Solutions, LLC
(303) 474-5078 – desk
(303) 884-7296 – mobile
sara.mcmillan@aisllc.com

**Applied Intelligence Solutions (AIS) Releases DemandXpert™ - The Next
Best-Practice Forecast Solution**

-- Installation Does Not Require Rip and Replace – Most Retailers Have Necessary IT Infrastructure in
Place --

Westminster, CO, and New York City, NY, NRF, Booth 455, January 14, 2008 – Applied Intelligence Solutions, LLC (AIS), developer of next-generation intelligent software solutions, today announced the release of DemandXpert™, a multi-dimensional forecast solution that predicts from the item/store and SKU level to define demand signals based on consumer purchase behavior and merchandise attributes.

DemandXpert combines patent-pending proprietary behavioral emulation, pattern recognition and artificial intelligence technologies alongside well-known statistical tools to identify and scrutinize granular data. Demand is disaggregated and interpreted; generating recommendations and explanations based on contributions such as base demand, promotional lift, and holiday traffic or missed sales opportunities for various levels of the merchandise and location hierarchies. Users may also go outside standard hierarchies to group items or cluster stores real-time without having to re-forecast.

“DemandXpert does the ‘heavy lifting’ by generating multiple versions of forecasts for ready availability to other point solutions across the enterprise,” said Pavel Zelinsky, AIS Chief Technology Officer. “As all other applications start to benefit from the predictive platform, true synchronization of demand across the enterprise is achieved.”

Applied Intelligence Solutions, LLC

Applied Intelligence Solutions, LLC (AIS) provides an intelligent software platform with the agility and range to meet critical demands of the contemporary retail enterprise. With three decades of expertise in forecasting, scalable algorithm development, pattern recognition, neural networks and other artificial intelligence, our technologies enable customers to boost revenue, minimize markdowns and improve profitability. Driven by a common predictive platform, the solution suite delivers best-practice solutions in assortment, allocation, replenishment, price and markdown, bringing retailers the opportunity to permanently improve the baseline of performance. AIS is headquartered in Westminster, Colorado. Research and development facilities are in Moscow, Russia. Visit us online: www.aisllc.com.

###

AIS, Applied Intelligence Solutions (and design) and DemandXpert are registered trademarks of Applied Intelligence Solutions, LLC.