

News Release

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ADVANOUS RELEASES POINT to PROFIT™ 4.0 TO ENABLE B2B DISTRIBUTORS TO INCREASE GROSS MARGINS

Hosted Solution Offers Distributors High Return Model for Margin Enhancement

RICHMOND, VA – Advanous, the leading provider of pricing optimization and margin management solutions for the distribution industry, today announced the release of Point to Profit 4.0, a comprehensive business intelligence solution for margin discovery and improvement. The Point to Profit 4.0 solution enables B2B distributors to identify and take corrective action upon margin and sales enhancement opportunities by leveraging their historical sales data.

The hosted software allows Advanous' clients to avoid difficult infrastructure and development issues and focus critical resources on driving improvements in overall margin performance. Point to Profit 4.0 balances the use of integrated business intelligence, patent-pending price optimization technology and an efficient, easy-to-use execution interface. The Point to Profit 4.0 platform allows a distributor's entire organization – from field sales representatives to corporate executives – to quickly and securely engage in fully integrated pricing and margin management activities.

"The development of Point to Profit 4.0 is part of Advanous' commitment to providing practical, powerful and affordable products and services that our distributor clients demand," said Erik Bleyl, President and CEO of Advanous. "With our hosted services, we offer a better way to gain the benefits of advanced margin management techniques – easier implementation, lower risk and faster payback."

Examples of the functionality offered in Point to Profit 4.0 include:

- A reality-based optimal pricing engine to generate prices via custom rules and in turn build a sales force's pricing confidence to help maximize profitability
- Margin erosion discovery to correct deteriorating margin trends across customer/item transactions
- A transactional rebate analytics engine that captures opportunities to reduce customer specific item costs
- Extensible integrated business intelligence reporting to provide insight into the margin and sales health of the organization such as declining item sales within an account
- Precise results tracking to assure value is being delivered and ROI generated

Advanous, (www.advanous.com) a division of EnterBridge[®] Technologies, Inc., helps distributors generate higher profits through more effective margin management. Advanous delivers increased profits to its clients through Point to Profit™, a margin-enhancement service that combines technology, analytics and industry expertise to increase margin performance.

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