

# News Release

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## **ADVANOUS SELECTS COGNOS BUSINESS INTELLIGENCE SOLUTIONS**

### **Partnership provides customers with significant improvements in pricing and margin management process and performance**

RICHMOND, VA – Today Advanous, the leading provider of pricing optimization and margin management solutions for the wholesale distribution industry, announced that it has partnered with Cognos, the world leader in business intelligence (BI) and corporate performance management. Advanous will leverage BI solutions from Cognos to help companies harness the power of information to make better business decisions, resulting in reduced costs and enhanced performance management.

By providing the insight needed to swiftly make strategic business decisions, Cognos' approach to information analysis and delivery helps customers build highly successful businesses and strengthen relationships with customers, suppliers, and partners. The combined Advanous and Cognos offering provides customers with significant improvements in pricing and margin management process and performance.

“The Advanous-Cognos partnership is a good example of the powerful combination of Cognos' BI platform with the deep analytics of a domain expert like Advanous,” said Ted Jandl, Cognos vice president of worldwide OEM partners. “We have worked closely with the Advanous team to integrate our platform into their pricing optimization and margin management solutions.”

“Partnering with companies like Cognos provides an approach for our customers to easily implement our margin enhancement solutions,” said Advanous President and CEO, Erik Bleyl. “The key to Advanous' signature Point to Profit™ service is actionable insight, and this partnership provides an opportunity for our clients to take action effectively and capture the full value of the insights we deliver.”

### **ABOUT ADVANOUS:**

Advanous, a division of EnterBridge Technologies, Inc., helps leading distributors generate higher profits through its Point to Profit™ service which combines technology, analytics and industry expertise to increase margin performance. Founded in 1999 and based in Richmond, VA, Advanous has delivered an average annual margin increase of between 50-100 basis points and a 5-15 fold return on investment to its clients.

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