

## PRESS RELEASE

Page 1/2

# **Emnos and DemandTec Form Strategic Alliance to Jointly Market Services**

**Retailers and consumer products manufacturers to benefit from advanced shopper analytics fueling price, promotion, and assortment optimization, one-to-one marketing, and collaborative planning**

**MUNICH / SAN CARLOS, Calif. – November 5, 2009** – Emnos, a consultancy and services company helping retailers and consumer goods companies achieve customer-centric growth, and DemandTec, Inc. (Nasdaq: DMAN), a leading provider of on-demand optimization solutions, today announced that the companies have formed a strategic alliance to jointly market advanced shopper-centric solutions for retailers and consumer goods companies worldwide.

“DemandTec’s nextGEN strategy combines merchandising optimization with customer segmentation, powerful capabilities in their own right, but game-changing when done together,” said Marc Dietz, Vice President of Marketing, DemandTec. “We are thrilled to partner with Emnos, a proven leader in customer analytics and strategy consulting, to jointly deliver the optimization solutions and shopper insights our customers need to help them win in their respective markets.”

DemandTec and Emnos’ offerings provide retailers and consumer goods companies with strategies, services, insights, and tools to help bring more shoppers into retail stores, increase the frequency of shopper visits, influence shoppers to buy more while they are in a store, and ultimately drive increases in sales, volume, and margin.

“By partnering with DemandTec, we bring together the data analytics, customer segmentation, category management, and communication strategy capabilities of Emnos with the merchandising and marketing software services from DemandTec,” said Sandro Götz, Managing Director Operations of Emnos. “The natural synergies between the DemandTec and Emnos offerings will enable more shopper-centric strategies and better execution of those strategies.”

Working together, the companies offer retailers a comprehensive set of services covering strategy development and execution of a customer-centric merchandising and marketing plan. Specifically, the companies help retailers:

- Analyze and define their key customer segments to understand current and potential customer value

## PRESS RELEASE

Page 2/2

- Align the entire retail organization around a customer-centric strategy
- Define and execute segment-targeted pricing, promotion, assortment, space, and loyalty marketing tactics
- Optimize all merchandising and marketing decisions to achieve customer loyalty, category, and financial objectives
- Collaborate with consumer goods companies by sharing shopper and demand insights used to plan more targeted promotions, prices, assortments, and shopper marketing programs
- Continuously improve programs by measuring critical success metrics

### **About Emnos**

Emnos is a consultancy and services company that helps retailers and consumer goods companies achieve customer-centric growth. The key to this is to better understand customers' needs and buying behaviour and to use this understanding to maximise the relevance of marketing and sales strategies. The Emnos offering comprises all services necessary to do this - analysing and evaluating customer and transaction data, building actionable customer segmentation models and developing customer-centric strategies for assortment management, channel management and targeted communication. Emnos also offers tools to support the implementation of recommended actions, supports change management processes and helps to align strategies with key business partners. Emnos is part of the Loyalty Partner group of companies ([www.loyaltypartner.com](http://www.loyaltypartner.com)) and currently has offices in Munich, London, Paris, Madrid and Warsaw. Its clients include some of the world's leading retailers and consumer businesses such as Carrefour, Waitrose and Real (METRO Group). For further information please visit [www.emnos.com](http://www.emnos.com).

### **About DemandTec**

DemandTec (NASDAQ: DMAN) enables retailers and consumer products companies to optimize merchandising and marketing decisions, individually or collaboratively, to achieve their sales volume, revenue and profitability objectives. DemandTec software services utilize DemandTec's science-based software platform to model and understand consumer behavior. DemandTec customers include more than 195 leading retailers and consumer products manufacturers such as Ahold USA, Best Buy, ConAgra Foods, Delhaize America, General Mills, H-E-B Grocery Co., Hormel Foods, Monoprix, PETCO, Safeway, Sara Lee, The Home Depot, Walmart and WH Smith. Connected via the DemandTec TradePoint Network(TM), DemandTec customers have collaborated online with over 2.5 million trade deals. For more information, please visit [www.demandtec.com](http://www.demandtec.com).

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