



## Press Release

# Corporate Radar and Pen Rite Systems Announces Business Intelligence Integration for CPG Retail Sector

Corporate Radar and Pen Rite team up to offer Corporate Radar software integration tools for in-store retail conditions.

*San Ramon, CA (August 1, 2006)* - Corporate Radar, a leading provider of business intelligence software, today announced that it has forged an implementation and services alliance with Pen Write Systems, Inc., d.b.a. Pen Rite Systems, a recognized leader in Retail Sales Force Automation for the CPG industry for over 17 years, on the implementation of Corporate Radar Version 7.1. The Corporate Radar and Pen Rite alliance offers CPG customers the ability to integrate their syndicated and in-house manufacturing/sales/marketing systems with retail reporting data that has been collected using one or more of Pen Rite's 5 tiered transaction platforms. Corporate Radar's BI software will allow Pen Rite to deliver actionable, executive quality new item speed to shelf, "share of market" to "share of shelf" comparisons, and much more using easy to navigate and comprehensible dash boarding, score carding, and targeted graphics. Richard Pierini, the President/CEO of Pen Rite Systems offered the following. "Pen Rite's customers need to see complex, multilayered data in an actionable and focused format. Corporate Radar will give us that capability. Pen Rite also has to support the business analyst who needs to drill into the data to formulate action plans based on the reported causal data. Corporate Radar gives us that ability as well. In the past, we had been falling short with other tools such as Crystal Reports, we are no longer bound by 20<sup>th</sup> century tools!" Gary Watland, Chief Operating Officer for Pen Rite Systems added the following. "Our search criteria included finding a solution that was browser based by design, not merely an add-on to a client based interface. Corporate Radar provides that interface as its core offering and thus has conquered the challenges of providing a meaningful end user interface via a browser. Pen Rite was also pleasantly surprised by the high level of post sales support. That is a refreshing point of difference between Corporate Radar and its competitors."

## About Pen Rite Systems

Pen Rite Systems provides Retail Sales Force Automation solutions to companies throughout North America. Pen Rite Systems is one of the pioneers in the use of handheld and laptop computers to automate Retail Sales Forces starting back in 1987. Pen Rite offers a full suite of Microsoft based Retail Sales Force Automation products including; Tablets, Pocket PCs, Interactive Voice Response, Speech Recognition, and Web Portals to collect, merge and report retail conditions. Pen Rite has integrated data from IRI, AC Nielsen, as well as data from retailers POS systems to arm its Retail Sales Forces with the most sophisticated set of tools available in the industry. Pen Rite produces value to its clients by driving sales through the cash registers where it counts. Find more about us at [www.penrite.com](http://www.penrite.com).

## About Corporate Radar

Corporate Radar delivers customers a cost-effective solution integrating portal, business analytics and personalized business activity monitoring technologies in a single easy-to-deploy, application utilizing the latest Microsoft technologies. Corporate Radar's Fortune 500 customers include some of the world's largest consumer goods, financial services and construction, engineering and logistics companies. Corporate Radar is also currently in use at several federal, municipal and county organizations as well by a number of nationally recognized not for profit groups. The Corporate Radar business intelligence solution connects an enterprise's disparate data sources to deliver information whenever and wherever users need it, within a highly personalized, easy-to-use browser interface. Corporate Radar works independently or in concert with leading enterprise applications such as SAP, JD Edwards, Oracle, Peoplesoft, and Great Plains to convert all data sources into usable, decision support information. Corporate Radar was founded in 2000 and is based in Novato, California and has multiple offices in North America. For more information, visit <http://www.corporateradar.com>.

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