



DataAlchemy Evolved | Transforming Analytics

A PROCESS SOFTWARE COMPANY.

DataAlchemy™

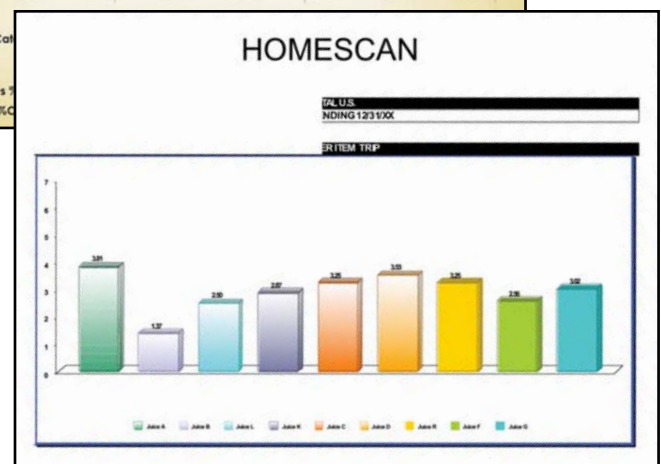
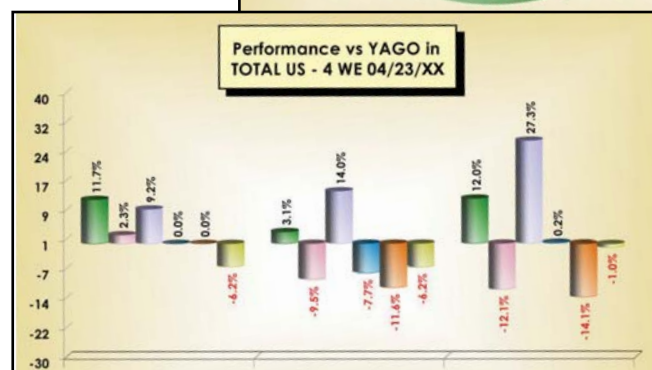
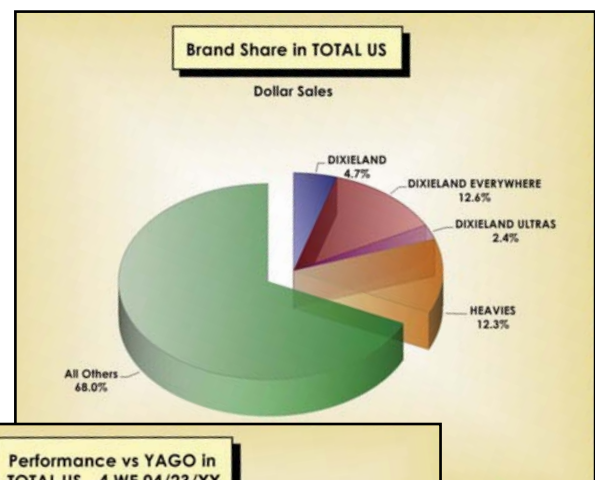
Turn disparate data sources into actionable insights

While there is an abundance of data available, manufacturers and retailers are still dissatisfied with their ability to transform this data into distributable information, which would result in actionable knowledge. alqemyiQ's (formerly Kenosia) DataAlchemy facilitates data driven collaboration between these manufacturers and retailers (trading partners), and allows these parties to make business decisions based on shared fact-based analysis.

DataAlchemy is a data analysis application that improves profitability by automating business processes (such as Category Management), providing timely and effective data analysis for consumer products, hard goods and pharmaceutical manufacturers as well as retailers and sales agents. DataAlchemy is used to deliver powerful analyses of all types of data including: POS, syndicated, demographic, survey and internal data sources.

Powerful Features – Proven Results

- DataAlchemy provides trading partners with an efficient means to manipulate enormous volumes of data and facilitates the sharing of analytical information, reducing communication turn around time between trading partners from weeks to hours.
- DataAlchemy maximizes manufacturers' revenues by providing a platform for fact-based analysis and presentation of the analytic results to retailers.
- DataAlchemy enables manufacturers and their trading partners to identify opportunities to improve business through increased distribution, adjustments to pricing policy, high ROI promotion practices and reductions in out-of-stocks and similar business metrics.



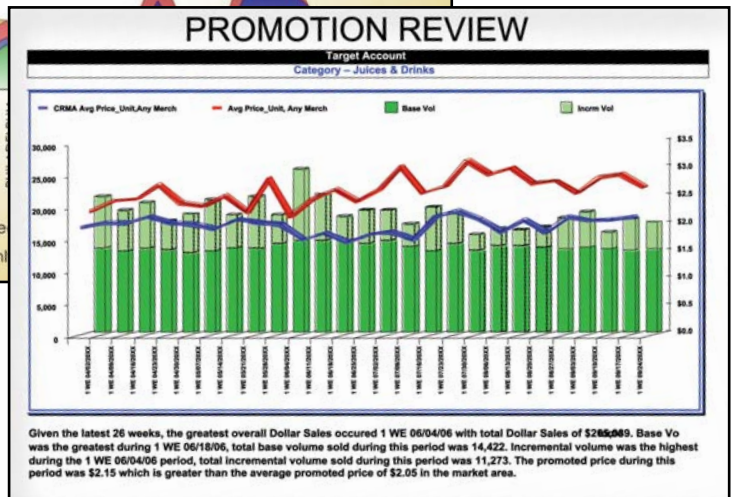
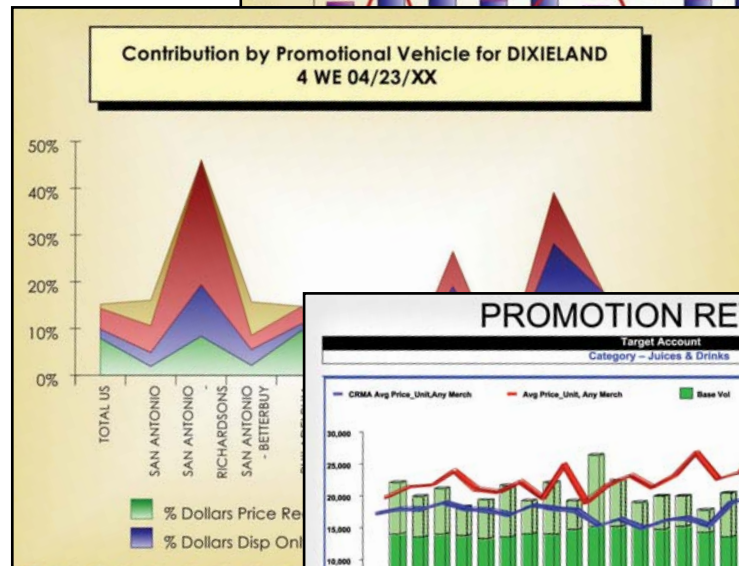
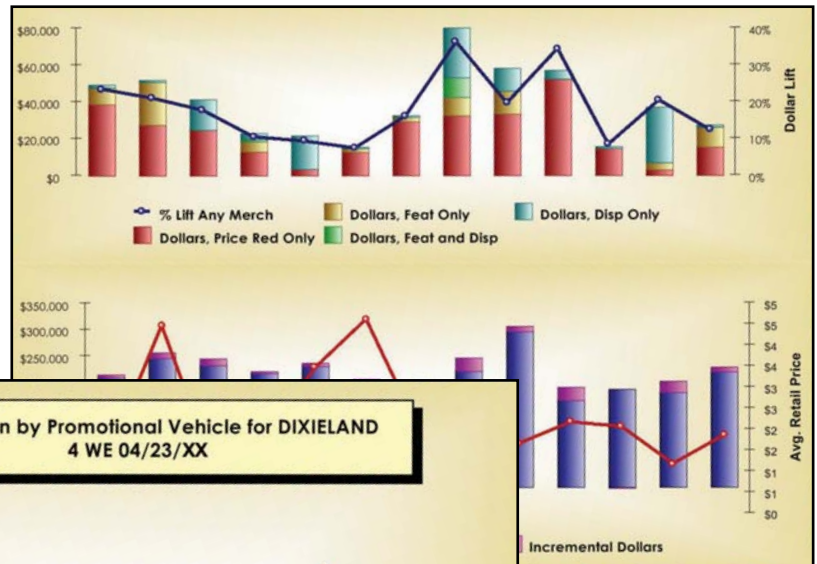


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Powerful Features – Proven Results (continued)

- DataAlchemy provides a neutral, centralized platform for electronic collaboration between trading partners. Partners are able to optimize the performance of product categories through a better understanding of the consumer, merchandising practices and promotional effectiveness.
- DataAlchemy allows trading partners to separate profitable opportunities from those that simply drive volume.
- DataAlchemy gives trading partners the ability to create a centralized library of best-in-class ideas to ensure consistent execution of your go-to-market strategy at the field level.
- DataAlchemy reduces the total cost of distributing and managing the analysis of POS, syndicated and internal data sources. DataAlchemy features a rich set of functionality that allows clients to analyze data beyond just the traditional Wal-Mart, Target and Grocery Channel, to include Home Depot, Lowe’s, CVS, OfficeMax and Staples.
- DataAlchemy is ideal for larger enterprises that are looking to increase the breadth of data they use and automate the distribution of data to the field. Unlike most products, DataAlchemy is user-friendly, features an intuitive graphical user interface and does not require extensive programming skills.



Given the latest 26 weeks, the greatest overall Dollar Sales occurred 1 WE 06/04/06 with total Dollar Sales of \$286,069. Base Vo was the greatest during 1 WE 06/18/06, total base volume sold during this period was 14,422. Incremental volume was the highest during the 1 WE 06/04/06 period, total incremental volume sold during this period was 11,273. The promoted price during this period was \$2.15 which is greater than the average promoted price of \$2.05 in the market area.

To learn more about DataAlchemy or other products and services alqemyiQ offers, contact us at 877.722.3988, or 508.626.7511, or email info@process.com.