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**CAS LAUNCHES NEW GLOBAL SERVICES ORGANIZATION**

*Another Critical Step to Drive Growth and to Set a New Standard for Customer-Centric Services Offerings in the CPG Market*

**ORLANDO, FL, CONSUMER GOODS TECHNOLOGY CONFERENCE 2008, SYDNEY, AUSTRALIA AND KAISERSLAUTERN, GERMANY – October 20, 2008** – CAS, the leading global provider of demand side management solutions for the consumer products industry, today announced the launch of CAS Global Services. Leveraging over 23 years of consumer goods experience and enterprise software expertise, CAS Global Services will bring together the company’s best practices, methodologies, award-winning solutions and seasoned consulting, training and support resources to help customers to speed implementation time, drive business results and enhance predictability throughout the entire project lifecycle. CAS’ announcement was made in conjunction with the Consumer Goods Technology Conference 2008, in Orlando, Florida.

“This new organization, coupled with our new CAS Global Alliances Partner Program, positions CAS to set a new standard for the delivery of enterprise solutions to the worldwide consumer products market,” said Stefan Joneck, Global CEO and Founder, CAS. “We have a fundamental responsibility to help our customers realize the business value they envision when they chose to invest in our products. CAS Global Services is designed to drive business results for our customers, as they seek to increase sales and marketing effectiveness, decrease costs and enhance efficiency. Unlike traditional software companies that are solely focused upon securing the software transaction, CAS is focused on customer success.”

With today’s announcement, CAS Global Services has begun five key initiatives around the world, each designed to deliver speed, precision and results. According to Todd Fryburger, CEO, CAS Americas, those initiatives are as follows:

1. Improving the Customer Experience – “Each CAS customer will have a designated Client Executive, a single point of contact who will have the responsibility to guide their journey through the post-sales Implementation and Support phases, whether that implementation is led by CAS, or led by an alliance partner.”
2. Expansion of CAS Consulting Services - “We recognize that there are not enough CAS-experienced resources in the marketplace. We are embarking upon a significant expansion of our consulting team, to ensure that supply will keep pace with demand, yet ensure quality by virtue of improved training,

development and certification standards. At the same time, we are making considerable investments to advance our project management and quality assurance capabilities at each phase of a CAS implementation.”

3. Formation of CAS Education Services - “Research and experience show that an investment in end-user and developer training can significantly help customers to lower total cost of ownership, and to accelerate the realization of business benefits.”
4. Creation of CAS Solution Centers - “Cost, risk and time are always paramount considerations for any enterprise software implementation. Our Global Solution Centers will offer an offsite implementation capability, specifically designed to reduce costs, mitigate risk and accelerate delivery, through the combination of experienced resources, industry best practices, re-use libraries, tools and templates.”
5. Globalization of CAS Support Services - “CAS customers are leading global enterprises, and our products are uniquely capable of scaling in accordance with their needs. Therein, we are expanding our product support capabilities to provide a consistent customer experience in each of our major theaters of operation.”

“The CPG industry is uniquely complex. We understand the challenges the industry faces. Our software products help customers to build and empower their global brands,” Fryburger said. “This objective is even more critical against the backdrop of global economic challenges, where industry growth will be elusive for the foreseeable future. Speed reduces the risk of business objectives becoming moving targets over time. CAS Global Services has a responsibility to help our customers achieve tangible, impactful results, in-scope and on-time.”

CAS also today announced the launch of its CAS Alliances Partner Program to further enhance IT implementation partnerships and collaboration.

## **About CAS**

CAS is the leading, global provider of Demand Side Management solutions for the consumer products industry. With more than 23 years of industry-specific experience, CAS has unrivalled expertise in delivering solutions that manage profitable growth across the customer-facing enterprise. To enable this, their CPW<sub>erx</sub><sup>TM</sup> solution supports a multi-level architecture of transactional, analytical and optimization technology. By supporting closed loop business processes, CPW<sub>erx</sub> delivers integrated solutions to meet the most demanding requirements of the industry – including Trade Promotion Management, Field Sales Management and Category Management. CAS customers include leading consumer products companies around the world, such as Beiersdorf, Campbell Soup Company, Coty, Danone, Dr. Oetker, Electrolux, Heineken, Henkel, InBev, and Molson Coors. CAS has global headquarters in Germany and offices in North America, Europe, Asia and Australia. For further information please visit [www.casrealresults.com](http://www.casrealresults.com).

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