



CeBIT 2008: CAS presents the latest version of its demand side management solution

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Kaiserslautern, Germany – CAS, the world's leading provider of demand-side management (DSM) solutions, is showcasing the latest version 7.0 of its CPWerx DSM solution at CeBIT 2008. It will be exhibiting at the Microsoft Partner Stand A26, no. 39, in hall 4. CAS will be demonstrating CPWerx innovations for the consumer products industry covering all key sector-specific processes in marketing, sales and service.

"CeBIT provides the perfect opportunity for solution providers like CAS to be part of our industry community and meet our clients," said Stefan Joneck, founder and CEO of CAS. "Our product and process know-how positions CAS as an exhibitor in the business intelligence segment. It is our focus on innovation in CAS CPWerx for planning, handhelds, reporting and analysis, and the optimization of Trade Promotion Management modules where we see interest for our existing and potential customers. We're looking forward, as a Microsoft Gold Certified Partner, to demonstrating our industry expertise to customers and interested visitors at the Microsoft Partner Stand."

The most important CPWerx 7.0 innovations include a multidimensional planning engine for integrated sales and marketing planning. It ensures that CPWerx 7.0 can deliver a completely transparent planning process. The handheld software application in the current CPWerx version not only delivers a comprehensive range of functions, but also an innovative operating concept which reliably and intuitively guides employees through the tasks and work flow, even if they don't have a detailed knowledge of the process.

CPWerx 7.0 also has an extended reporting and analysis function with industry sector-specific best practice templates for reports and analyses, real-time access to all relevant data and the opportunity to create ad-hoc reports in the business processes at any time. The Trade Promotion Optimisation (TPO) module is another product highlight. CAS TPO predicts and explains the effects and interrelationships associated with trade promotions. In addition, our TPO module supports planners in finding the most effective promotion mix. These product innovations are one of the main reasons why CAS received a "Strong Positive" - the very highest rating - from the famous Gartner analysts in "Market Scope for Sales Force Automation in the Consumer Goods Industry". CAS is the only company in the world to have received this rating.

CAS on the Microsoft Partner Stand:

CAS will be exhibiting the CPWerx innovations for CeBIT 2008 at the Microsoft Partner Stand A26 in hall 4. The company develops its products on the basis of Microsoft technologies, and it has been a Microsoft Gold Certified Partner since 2006. This proves CAS is solidly competent in the optimum use of Microsoft technologies for the further development and deployment of CPWerx. More importantly, the support of Windows Mobile facilitates the deployment of CPWerx functions on diverse mobile terminals so that they can be used by the sales force during customer visits. The CPWerx Handheld Edition, the CAS mobile business solution, satisfies all Microsoft mobility solutions requirements. The CPWerx Data Management module includes a sophisticated replication mechanism which creates the basis for the targeted distribution of data and its adaptation to the needs of various user groups. In conjunction with the reporting and analysis function in the CPWerx Reporting and Analytics module CAS satisfies all Microsoft



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criteria for data management solutions. CAS also profits as Microsoft ISV (Independent Software Vendor) from the flexibility and scalability of .NET technology. The most recent milestone in the strategic partnership with Microsoft is CPWerx's certification for the Microsoft Competence Business Process and Integration Solutions at the end of 2007. This confirms the CAS solution satisfies the highest requirements of corporate portal integration capability.

About CAS:

CAS is the world's leading provider of Demand Side Management solutions for the consumer products industry. With over 20 years of industry-specific experience, CAS offers unparalleled expertise in the provision of solutions for driving profitable brand growth. The CPWerx solution supports transactional, analytical, and optimizing process components. The integration of Closed Loop business processes allows CPWerx to support all sales and marketing requirements. Keywords here include Trade Promotion Management, Field Sales Management, and Category Management. CAS customers include leading consumer product companies across the globe, including Beiersdorf, Campbell Soup Company, Coty, Danone, Dr. Oetker, Electrolux, Henkel, InBev, Karlsberg, Kraft Foods, and Molson Coors. CAS headquarters are located in Germany, with subsidiaries in Europe, USA, Asia, and Australia. Further information is available at www.cas.com.

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