

Customers and OEM partners (excerpt)

3PAGEN

Alba
Moda

BAUR

Buch24.de

Douglas

heine

HSE24

Jelmoli
Versand

jpc

KARSTADT

lesen.de
Die ganze Welt
der Bücher

Libri

MediaMarkt
SATURN

METRO Group
Future Store Initiative

QUELLE.

Schwab

Westfalia

wom.de
WOMEN ONLINE MARKET

acardo
technologies

ADVERTIMES
FULL POSITION

ALEA

CONVERGYS

Application scenarios of prudsys RE as SaaS solution

RE-Shop

Real time recommendations in your online shop increase purchasing frequency, the number of impulse buys and guarantee an increase in sales of up to 15%. Through constant interaction with the customer, the recommendation engine also optimises its product promotions and contributes significantly to customer loyalty.

RE Newsletter

Take advantage of your newsletter's potential by using intelligent recommendations to increase customer loyalty, increase product sales, optimise product promotions and refer users to additional content on your site which may be relevant to them.

RE Content

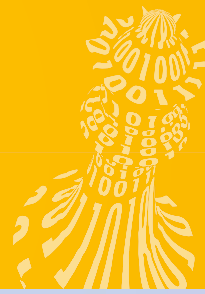
Increase user session length in your portal by recommending particular content geared towards the specific needs of each user with real time recommendations. Optimise your banner placements.

 prudsys® | The Realtime Analytics Company

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IREUS

The recommendation factory



The portal for intelligent product and content recommendations



A few steps to your own
recommendation engine
www.ireus.net

Based on prudsys RE - the world leading recommendation system.
Software as a Service

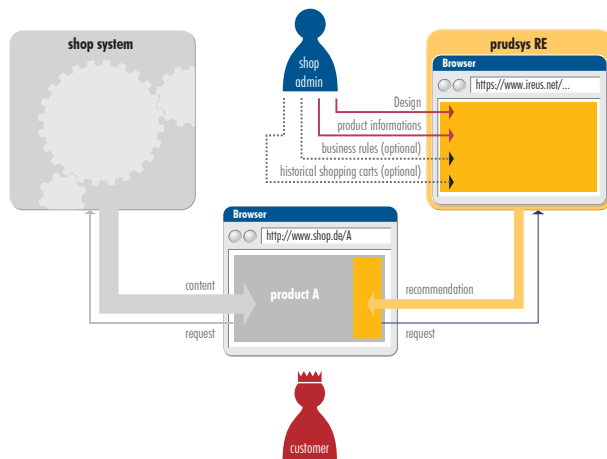
Always a step ahead

Recommendation engines have become an essential part of business today. They offer enormous potential for increasing business success and strengthening ties to your customers.

prudsys AG uses the IREUS portal to offer its real time recommendation system, the prudsys RECOMMENDATION ENGINE (prudsys RE), as an SaaS solution (Software as a Service). IREUS thus offers small and medium-sized enterprises in particular the opportunity to set up individual customised recommendation engines for online shops, newsletters and content portals.

The prudsys RE allows you to submit highly qualified and individual product and content recommendations in real time to your customers at your choice of places in your online shop, newsletter or content portal. In the process, the prudsys RE interacts with your customers, getting to know their purchasing patterns and can then use this knowledge to optimise its own recommendations.

Example: Effectiveness of the prudsys RE in online shops



Advantages for you

■ Guaranteed increase in sales

Highly qualified, individual product recommendations lead to an increase in impulse purchases, strengthening of customer ties, longer session lengths and higher frequency of purchase. The result is a 5-15% increase in turnover for your online shop

■ Low investment cost

The RE works regardless of company-specific IT infrastructure. All you need is Internet access and you can access your recommendation engine at any time from any place.

■ RE is quick and easy to set up

Navigation takes place using an easy to understand cockpit menu which means that personal settings can be made even if you have no specialised IT knowledge. In addition, the cockpit menu can be used to configure and manage several recommendation engines independently of one another.

■ Hire instead of purchase

For your own individual recommendation engine you pay a basic monthly fee, freeing you from investment risk. It's up to you, how long you wish to use the recommendation engine. There is no minimum contract term.

■ State-of-the-art technology

You will always have the latest version of the prudsys RE, the world's leading real time recommendation system, which means you will always be on the cutting edge of real time analytics technology.

■ Service and security

Following authorisation, you can access your own recommendation engine via your protected user area to receive qualified support. In addition, IREUS complies with the high requirements of data protection and works only with partners who do the same.

Service package

IREUS makes real time recommendations interesting for smaller companies too.

Depending on the size of your online shop, IREUS offers two RE service packages. On top of that, you can run your recommendation engine for a 30-day trial, free of charge and with no obligation. The test version switches off automatically once the test period has expired. That means there are no contract obligations and you can upgrade the test version to a small or medium business version at any time.

30-day trial

- Integration of max. 5000 products
- Recommendation technology based on prudsys XELOPES®
- Non-binding due to automatic switch-off after 30 days
- Possible to upgrade to small business or business version

Free of charge

Small business

- Integration of max. 500 products
- Recommendation technology based on prudsys XELOPES®
- Statistics view

189,00 €/month*

Medium business

- Integration of 5000 products
- Automatic data upload
- Recommendation technology based on prudsys XELOPES®
- Statistics view

289,00 €/month*

*All prices are net prices and do not include 19% VAT. These offers apply exclusively to businesses and companies.