

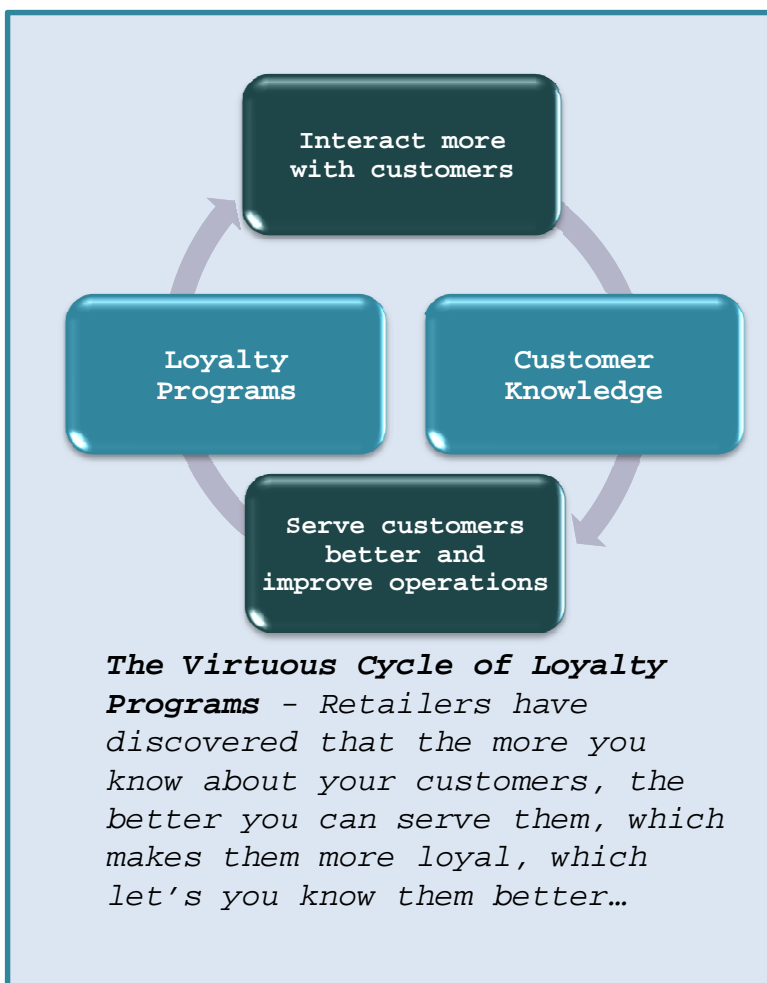
makeplain™

All retailers are embracing loyalty and analytics systems. Go live with our on-demand system to compete effectively with global retailers.

Global retailers are making heavy investments in powerful loyalty and analytics systems. Many are also adding quantitative customer insight specialists to their marketing and merchandising groups.

In order for mid size retailers to develop a comparable capability, they will have to deal with two challenges:

- how to cost effectively implement loyalty and analytic systems,
- how to acquire the expertise required to interpret and use the information from these complex systems.



Makeplain answers both problems with a solution designed for mid-size budgets. We deliver a full on-demand loyalty and analytics system for a **flat monthly fee**. Our fee includes all hardware, software, set-up and ongoing support and analysis services.

Within 60 days of our first meeting, you can have an operational state-of-the-art system that immediately delivers revenue and margin results.

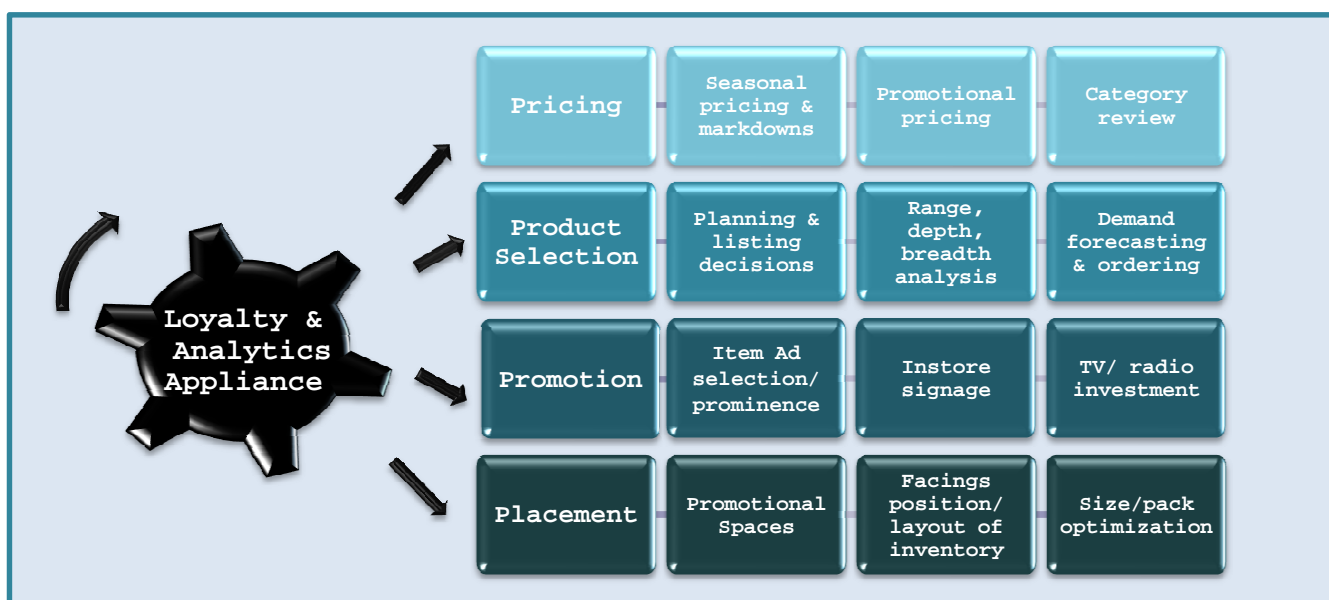
Please call 1.866.222.0831, send an email to info@makeplain.com or visit our website <http://www.makeplain.com> for more information.

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Behind our on-demand system are Analytics Appliances that bolt-on to your existing systems.

Analytic Appliances have a lot in common with dishwashers. They are specialized devices that do one thing very well thousands of times. They are self contained, so they can be attached to just about any part of the enterprise. The Appliance produces a clear set of steps for staff to act on, and also generates P&L and Balance Sheet forecasts which will result if the action steps are executed. So it's not quite the same as a dishwasher, but it's close.



Snap-in Analytics Appliances can be pointed at any area of the enterprise where customer level information can improve operations

While every retailer has different challenges and priorities, we have entered the era of competitive analytics in retail, and all retailers must begin the transition to customer driven analytics. Makeplain would be happy to visit your executives to explain in clear language how customer analytics can be quickly introduced to your organization to radically improve financial performance.

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