



Apollo Data Technologies Develops Store Clustering and Predictive Models That Accurately Forecast Sales and Inventory Levels for Retailers

Part of Project REAL Joint Cooperative With Microsoft, UNISYS, EMC2 to Create Best Practices for Business Intelligence Applications Based on Microsoft SQL Server 2005

CHICAGO, IL--(MARKET WIRE)--Sep 26, 2005 -- Apollo Data Technologies (www.apollodatatech.com) announced today its partnership with Microsoft on a new initiative to develop store clustering and predictive models that accurately forecast sales and inventory levels for retailers.

The initiative Project REAL is a cooperative effort with Apollo and companies including Microsoft, UNISYS, EMC2, ProClarity, Panorama, Scalability Experts, Emulex, and Intellinet, to discover best practices for creating business intelligence applications based on Microsoft SQL Server 2005 (<http://www.microsoft.com/sql/2005/default.msp>).

Using historical sales and inventory data supplied by Barnes & Noble, Apollo illustrated how retailers can significantly increase revenues by accurately forecasting inventory and preventing out-of-stock situations across the entire chain. By coupling its predictive modeling expertise with SQL Server 2005's highly perfected algorithms, Apollo Data Technologies developed store clustering and predictive models that accurately forecast sales and inventory levels for retailers one and two weeks into the future.

"Apollo delivers a powerful inventory forecasting solution that enables Retailers to maximize revenue by employing an improved measurement of customer demand," said Kathy Quirk, research manager Nucleus Research. "Apollo's approach reduces the cost and complexity of implementing predictive analytics, providing companies with a faster path to realizing ROI."

As part of the process, Apollo became the first Project REAL partner to successfully validate the power of SQL Server 2005 data mining by using clustering, neural networks, and decision tree algorithms to highlight how data mining can be used in everyday applications.

"Apollo uses large volumes of data and scenarios from real companies to showcase how predictive analytics can be applied using SQL Server 2005. In the process, we are developing best practices and discovering new applications to help our customers boost sales," said Jeff Kaplan, principal, Apollo Data Technologies. "The same processes, methodology, and algorithms developed in Project REAL can be applied to any retailer looking to ensure more accurate inventory and sales forecasting."



About Project REAL

Project REAL (an acronym for Reference Implementation, End-to-end, At scale, and Lots of Users) is a cooperative effort between Microsoft, Apollo Data Technologies, and other elite technology partners including UNISYS, EMC2, ProClarity, Panorama, Scalability Experts, and Intellinet to illustrate how SQL 2005 can be used to create business intelligence (BI) systems for applications including predictive analytics.

About Apollo Data Technologies

Founded in 2003, Apollo Data Technologies (www.apollodatatech.com) is the first company delivering true predictive analytic solutions for key vertical markets. Apollo discovers hidden patterns and trends in data to help businesses operate more effectively and efficiently. It has a team of world-renowned and award-winning Ph.D.s who bring decades of distinguished work in analytical CRM, deep expertise in building and designing data mining applications, and the practical business know-how and experience in applying the results. Apollo provides solutions for all stages of data analysis, including setting data collection strategies, data warehousing, text mining, and predictive analytics and more for customers including Microsoft Corporation, Barnes & Noble, Knight-Ridder and The Seattle Times Company.

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