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## **Certona, Aberdeen unveil Retail Software as a Service report**

*- Renowned research firm surveyed more than 110 retailers to determine best practices -*

**SAN DIEGO – February 18, 2009** – Certona, a provider of real-time personalization and revenue optimization solutions for multi-channel retailers, announced today its sponsorship of Aberdeen’s recently launched “*Retail On Demand: Software as a Service takes off*” report.

The research firm surveyed more than 110 retail enterprises between October and December 2008 to determine the compelling reasons to implement such technology systems.

“In the present economic conditions, SaaS-based web commerce applications do support the lean IT initiatives of retailers both in terms of reducing capital infrastructure and associated IT support costs. Best-in-Class companies have reduced their IT costs by 17 percent due to the use of SaaS applications,” says Sahir Anand, senior retail analyst and author of the “SaaS in Retail” benchmark report. “Our conversations with end-users indicate that Certona’s Resonance platform is certainly one of the services we think many organizations should consider implementing to realize benefits of SaaS applications.”

The 21-page report benchmarks the requirements for success and required actions to successfully implement SaaS technology. More information on the report is available at <http://www.certona.com/>.

### **About Certona Corporation**

Certona Corporation is the creator of Resonance®, a real-time personalization and revenue optimization platform for multi-channel retailers. Resonance automates a company’s ability to provide relevant, individualized content and experience in real-time, which calls visitors to an online sales or other marketing-related action. The “self-optimizing” system is powered by a sophisticated neural network to deliver real-time product, content, and promotional offers through multiple channels – web, email, call center, point-of-sale, and mobile. Clients are typically up and running in less than a month, and include some of the most recognized online and multi-channel retail brands across all popular verticals. For more information, visit [www.certona.com](http://www.certona.com).

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