



Intelligent Transactions Elevator Pitch

Intelligent Transactions develops marketing software for retail businesses that improves the timeliness and effectiveness of their communications with their customers, resulting in more sales at higher margins. Applying emerging technologies to business problems, Intelligent Transactions' solution set creates new points of marketing on-line, on mobile phones and at the retailer's physical sites.

The family of applications draws upon a central database for detailed information on customer preferences, purchase history and buying motivations and provides a timely and cost-effective infrastructure for the deployment of micro-marketing strategies across a multi-unit chain. In addition, social networking tools enable customers to serve as brand ambassadors and share their personal experiences with the company on-line.

Today Intelligent Transactions is creating the foundation for a unique new approach to 21st century marketing.

