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CASAS BAHIA CIO FRED WANDERLEY SHARES CPM/BI CASE STUDY AT BRAZIL GARTNER “FUTURE OF IT” CONFERENCE

Advus Performance-Watch™ Visual BI Dashboards Instrumental Component to Casas Bahia Ability to Seize New Revenue Opportunities While Managing Risk

São Paulo, Brazil – October 2, 2008 – Advus, a strategic consulting company that specializes in Corporate Performance Management (CPM), Analytics and Business Intelligence (BI) IT solutions, was pleased that Fred Wanderley, CIO of Casas Bahia, could share both his company’s lessons learned in their ongoing BI program, as well as demonstrate in real-time the Advus Performance-Watch™ Visual BI Dashboard designed for this Sales and Credit application, to the 800+ attendees of the Gartner Future of IT Economics, held September 16-18 in São Paulo, Brazil. The many Gartner Research Analysts at the conference outlined the templates for success and strategies required to build a company’s BI program, noting that BI continues to be the #1 CIO’s project priority, for the 3rd year in a row.

“What the Gartner Research Analysts said, and what Fred clearly shared in his company’s BI journey, is that although not easy, Casas Bahia has achieved and continues to surpass its goals in extracting business intelligence that can drive sales while managing credit risk.”, said John Polo, Chief Operating Officer for Advus and former Gartner Senior Vice President.

“Although Fred outlined that the key components of leveraging company data, metrics/analytics, and advanced visualization, were instrumental to the final solution, I believe as important was how Casas Bahia has been able to use these solutions to react to business opportunity and risk every day, compressing decision cycles and making their business more agile.”

As with many businesses, Casas Bahia’s goal is to support aggressive expansion while keeping costs relatively low, and use the expansion to create higher company profit margins. Giving decision makers access to real-time operational information, as well as timely analytical information, becomes imperative to business managers and company executives. Although some new technology like advanced visualization is required and the use of analytics, the solutions also need full participation by key company sponsors, business managers and IT architects to build these solutions. These near real-time CPM solutions have a transformation impact on all business processes, including roles/responsibilities in more flattened decision organization structures, as information becomes totally accessible throughout an enterprise.

“Working with Fred and his business and IT team at Casas Bahia was both challenging and rewarding.” said Marcelo Sant’Anna, President, Advus. “Fred set the bar for what needed to

be accomplished, but what made this such a success is the ongoing combination of business and IT innovation, by gaining more intelligence from the operational information in the extensive data warehouse of 24 million customers and 500+ stores throughout Brazil.”

Whether the solutions are called Corporate Performance Management, Risk Management or Operational Excellence, to extract Business Intelligence from operational and business economic environments requires the single focus, as demonstrated in the Casas Bahia example, to bring business managers and IT architects together to analyze how to get the most from operational data, and use key performance indicators and auto-alert visual solutions that can sharpen business decisions throughout the business process – internally and externally.

About Advus

Advus is a strategic consulting company that specializes in the delivery of Corporate Performance Management (CPM) and Business Process Management (BPM) solutions that improve visibility to key operational information, and lead to more agile business processes required in every core business function, and across the whole enterprise.

By combining our knowledge of information management, defining key performance indicators that expose profit opportunity while managing risk, and the use of advanced visualization technology, we create powerful interactive visual solutions (Performance-Watch™ Visual BI Dashboards) that positively and productivity change the way executives, staff and customers create a sustainable competitive advantage. For more information, go to <http://www.advus.com>. www.advus.com.br