

FOR IMMEDIATE RELEASE

Media Contact:
Patricia M. Hennel
Director, Global Marketing Services
(630) 734-5362
pat.hennel@silvon.com



Silvon Software Recognized As a Top Business Intelligence Solutions Provider to the Consumer Packaged Goods Market

Westmont, IL, February 2, 2011 — Silvon Software, Inc. has joined SAP, IBM, Microsoft and Oracle as one of the top business intelligence solution providers to the Consumer Packaged Goods (CPG) market. In the 2011 Readers Choice program sponsored by *Consumer Goods Technology (CGT)* magazine, executives from 122 companies were asked to identify their most valued and used solution and service providers across 10 categories. The business intelligence (BI) category winners included SAP, IBM, Microsoft, Oracle, Microstrategy, Teradata, SAS and Silvon, respectively.

The Silvon Stratum suite of business performance analysis and reporting applications provide enterprise-wide visibility to consumer products companies via pre-defined analytical views of their business data, customer and supplier scorecards, and dashboards featuring industry best-practice KPI metrics. With this information, decision makers have the information they need to better understand sales trends, demand patterns and trade promotion effectiveness and to drive improvements in inventory, supplier and production performance.

The Stratum solution suite has been deployed at more than 1800 consumer products companies worldwide including Breville, Citizen Watch, Dean Foods, Farmer John, Ferrero USA, Foster Grant, Herr Foods, Jockey, Makita UK, Revlon Australia, Sorrento Cheese, Red Gold and Sunstar Americas (Butler & GUM dental products).

“Since we launched our first sales analysis system 23 years ago, Silvon’s domain expertise has focused on packaged BI software designed to help consumer goods businesses glean valuable insights from their sales and operations data,” said Mike Hennel, president and CEO of Silvon Software. “We are truly honored to have received this Readers Choice recognition for the value that Stratum is providing to our consumer goods customers as they strive to reduce product stockouts, maintain high service levels and squeeze out additional operational costs in today’s dynamic, demand-driven market.”

(more)

About Silvon Software, Inc. – www.silvon.com

Silvon Software is a global provider of business intelligence applications for mid-market Food and CPG manufacturers, wholesalers and retailers. Silvon's solutions are predicated on the fact that a better business understanding will empower the move toward an optimized supply chain. The Company's 1,800+ clients benefit from improving business practices and profitability by leveraging analytic information on products, customers, suppliers and operational performance via on-line analytical views, performance scorecards and portal-based dashboards; automated reports; and numerous other information delivery options.

About CGT Magazine – www.consumergoods.com

CGT (Consumer Goods Technology) magazine is the leading resource for consumer goods executives looking to improve business performance. Delivering content in print, online, and face-to-face, CGT reaches an audience of more than 54,000 consumer goods executives ranging from managers and directors to the VPs and CIOs. CGT also covers all major segments of the consumer goods sector, including Food, Beverage, Packaged Goods, Consumer Electronics and Footwear.

###