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## GARTNER CONSIDERS DATA VENTURES A KEY ANALYTICS VENDOR

Charlotte, NC (October, 2009) – In recent Opportunity and Capability Assessments, Gartner concluded that Data Ventures is an analytics vendor to be considered for:

1. Outsourcing “Ongoing Knowledge Process Analytics”, including
  - Customer segmentation analyses
  - Customer spending analyses
  - Loyalty analyses
  
2. Optimization-Related Analytics, including
  - Price sensitivity
  - Affinity analyses

About Data Ventures: we are now a global analytics and consulting company specializing in the Retail Grocery and Consumer Package Goods Industries, with offices in North America and Europe. Data Ventures provides tailored, innovative, effective and executable shopper insights to our customers through timely, actionable, cost effective data analysis and consulting which will lead to improved business results for our clients.

About Gartner: Gartner, Inc. is the world's leading information technology research and advisory company. We deliver the technology-related insights necessary for our clients to make the right decisions, every day. Founded in 1979, Gartner is headquartered in Stamford, Connecticut, U.S.A., and has 4,000 associates, including 1,200 research analysts and consultants serving clients in 80 countries.

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