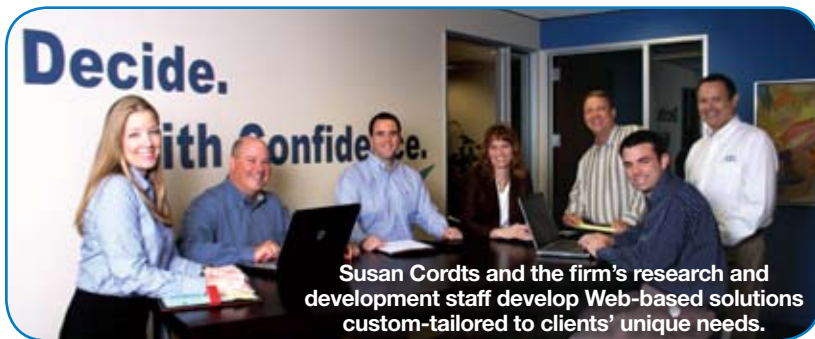




As Seen In... Forbes, December 22, 2008

Adaptive Technologies Inc.

Intelligent Information Helps Business Leaders Decide With Confidence



Susan Cordts and the firm's research and development staff develop Web-based solutions custom-tailored to clients' unique needs.

Wide-Ranging Clientele

ATi serves clients throughout the U.S., across a wide range of industries. While most are commercial clients with annual revenues of at least \$50-100 million, the company is currently partnering with the Jefferson County Public School District in Louisville, Kentucky, in a pioneering effort to reduce the high-school dropout rate. "We're applying our predictive modeling platform to identify students as early as elementary school who are at high risk of dropping out," Cordts explains. "The plan is to intervene early, before they get to high school, to increase the chances of graduation."

A major retailer that relies on a direct marketing approach to grow its business needed to improve its capture of new customers. Fewer than two in 100 prospects actually accepted its offer — a rate that would be disastrous in the long term.

Desperate to improve efficiency and effectiveness, the company's business leaders turned to Adaptive Technologies, Inc. (ATi). The Phoenix-based company uses its proprietary technology to provide predictive solutions for organizations to improve business performance. Its unique Service-as-a-Software (SaaS) approach combines the advantages of a traditional software platform with those of a consulting engagement, while overcoming the limitations of both.

"In a seamless way, we turn clients' existing data into actionable intelligence," says Susan Cordts, President and CEO.

For example, using data the retailer was already collecting, "We predicted which prospects were most likely to become purchasers. The organization was then able to pinpoint its efforts with impressive business results — a staggering 400 percent improvement in the capture rate," Cordts says. "They saved more than \$1 million in what would have been wasted activities while exceeding their ambitious revenue targets. They won both ways."

"We turn clients' data into actionable intelligence that either makes or saves them millions."

— Susan Cordts, President and CEO, ATi

Results like these are nothing new for ATi. The company has game-changing technology and a sterling reputation with clients for making accurate predictions in complex dynamic environments. Whether helping a *Fortune* 500 company target those customers most likely to accept an offer or identifying the best prospects for a high-level leadership program within the U.S. military, ATi delivers actionable recommendations on demand to the client's desktop. Before initiating a project, Cordts says, the company takes great care to truly understand the client's business objectives. Building on this, ATi then develops a custom, Web-based solution. "The outputs in the dashboard are straightforward to understand, specifically tailored to meet each client's needs, and always actionable," she explains.

Cordts stresses that the SaaS approach is business-oriented, not technology-oriented. And, unlike competitors' offerings, no new software or additional staff is required.

Corporate Decision-Making — Removing the Guesswork

Rather than relying on guesswork or wishful thinking, managers can now achieve their business goals in real and predictable ways, Cordts says. "Based on a company's set of goals, via the dashboard, they know the likelihood of hitting the targets, and the actions needed to do so in real time. The ATi solution determines who to target, when and with what offering, and how to reach them most effectively with a predicted ROI."

Among other features, the ATi product lets the user perform what-if predictive analyses and consider the impact of a prospective intervention.

Founded in 2001 by two world-renowned physicists, ATi has evolved into an elite, research-driven enterprise that blends the expertise of leading scientists with that of experienced business professionals, software engineers and data specialists.

"Whether we're saving a company millions or increasing their top line by millions, we are laser focused on helping them use their resources effectively," Cordts says. "We are all about helping clients grow their businesses and giving them a measurable return on their investments."



Cordts has directed the growth and success of ATi since 2002.



ADAPTIVE TECHNOLOGIES INC.

4530 E. Shea Blvd., Suite 130 • Phoenix, AZ 85028
 602-923-4200 • www.adaptiveinc.com