

VueLogic LLC and ABeam Consulting Partner to Combine VueLogic's Customer Analytics Engine with ABeam's Revenue Growth Consulting

ATLANTA and DALLAS, May 12, 2011 -- VueLogic LLC, the Atlanta-based marketing analytics firm, and ABeam Consulting, the Dallas-based financial institutions consultancy, announce a multi-year agreement to bring an advanced customer analytics solution to financial institutions.

VueLogic's cloud-based analytics solution for understanding customer behavior and predicting the outcome of future interactions across all channels is used by many large companies through OEM relationships. Its development was funded by the National Science Foundation. It can be installed and producing results in six to eight weeks, unlike many analytics solutions that require up to 18 months of data preparation work. In a confidential and secure environment, clients can use VueLogic's PowerLink™ and PowerVue™ technologies to create more revenue at less cost at each customer interaction.

ABeam has a long history of helping financial institutions maximize the value of their customer relationships. ABeam consultants have worked with many of the largest financial institutions in the U.S., Asia, Australia, and Europe.

Under the agreement between VueLogic and ABeam, the two companies will work as one to bring VueLogic's analytics and technology to the top 100 global financial institutions. They will create the business case for powerful customer analytics, identify campaigns for attracting, expanding, and retaining customers, target new customers, track results, and refresh their data models based on campaign results. The value banks have long extracted from customer analytics for credit scoring purposes will be available for marketing and cross-sell purposes.

"We are excited that ABeam Consulting has chosen VueLogic as its CRM analytics provider," said Tom Gordon, VueLogic CEO. "Not only do they serve a world-class customer base of financial institutions under great pressure to find new and stable revenue, but ABeam consultants have decades of experience in applying highly practical, executable, cost-effective consulting frameworks that help banks maximize the value of their customers. We can quickly begin to replicate in banking our successes in other industries."

"With VueLogic's tools, our banking clients have a vastly simplified and rapid path to driving more revenue from their existing and targeted new customers at lower cost. We can execute campaigns that impact revenue streams in 90 days. This end-to-end solution is unique in the marketplace and a sizeable advantage for banks," said Bill Long, ABeam's Managing Partner for the Dallas-based Financial Services group. "Initial client reaction has been tremendously positive."

About VueLogic VueLogic is the Atlanta-based CRM analytics company whose solutions are funded by the National Science Foundation. Clients use VueLogic's PowerLink™ and PowerVue™, to understand

prior customer behavior and predict the outcome of future interactions (monetary and non-monetary), across channels, in a confidential and secure environment to maximize revenue from existing customers. For more information visit www.vuelogic.com or call 678-855-7134.

About ABeam ABeam Consulting provides business transformation services that create strategic advantage, improve business processes, leverage technology innovation, and enhance organizational performance for leading multinational and domestic companies worldwide. ABeam partners with clients to diagnose and solve their challenges with solutions that combine industry and operational best practices with technical expertise. Pragmatic approaches ensure that clients gain measurable value more quickly. Headquartered in Tokyo, ABeam's 3,500 professionals serve more than 700 clients throughout Asia, the Americas and Europe. For more information, visit www.abeam.com or call 972-929-4520.

Media Contacts:

VueLogic: Tom Gordon
860-526-8894
tgordon@vuelogic.com

ABeam Consulting: Ann Cain
972-458-7244
acain@abeam.com