



Attention: Business and Technology Reporters - FOR IMMEDIATE RELEASE

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**Angoss Releases StrategyBUILDER™
Decision Optimization and Execution Module For KnowledgeSTUDIO® Users**

Toronto, Nov 1, 2005 - Angoss Software Corporation announced today the release of StrategyBUILDER™, a software system that helps organizations design, optimize and execute customer level strategies faster to target revenue growth, profit, and cost reduction opportunities.

Available as an optional add-on module for KnowledgeSTUDIO®, StrategyBUILDER provides additional capability for power users of analytics tools, while making it feasible for marketers and risk analysts to design, optimize and execute customer strategies faster, at a lower cost, and with higher impact and accuracy.

“StrategyBUILDER helps companies develop, execute and monitor the impact of targeted customer strategies faster and easier,” commented Angoss President, Eric Apps. “Organizations that can get from analysis to the execution of winning business strategies faster will out perform their competitors. StrategyBUILDER helps these organizations achieve that objective.”

Incorporating patent pending capabilities, StrategyBUILDER allows analysts, using a familiar interactive user interface, to design optimal customer interaction strategies and rules. Analysts can quickly segment target customer groups, assess key performance indicators (KPIs) such as revenue, profitability and risk for those segments, and automatically assign and optimize treatments and actions for those segments based on their own created KPI calculations. These treatments and actions can then be executed in real time in their operational environments.

Designed for marketing, sales and risk analysts StrategyBUILDER provides a rich feature set for designing, defining and assessing strategy options – across a customer base, or at the individual customer level. Analysts in credit risk departments can use StrategyBUILDER to define and deploy strategies, targeted at specific segments of their market, around objectives such as collections optimization and credit extension decisions. A marketer can use StrategyBUILDER, combined with KnowledgeSTUDIO, to calculate attrition risk and apply strategies such as discounts, bundling offers, or direct mail to segments with varying risk and profit potential.

Connectors are available for executing strategies defined in StrategyBUILDER in such environments as MS SQL Server, IBM DB2, and Oracle, as well as with popular decision execution systems and rules engines, such as Fair Isaac TRIAD and Blaze Advisor, ILOG, Siebel Call Center, and other applications.

For More Information please see our multimedia demo at www.angoss.com/download.php?docId=38 or our podcast at www.angoss.com/podcast.

About Angoss

Angoss Software empowers people to make “Better Business Decisions. Every Day.”™

Many of the world’s leading financial services, telecom, life sciences, and retail organizations use Angoss predictive analytics software and services to grow revenues, while reducing risk and cost. Angoss helps our clients utilize business data to **discover** the key drivers of behavior, **predict** future trends and events, and **act** with confidence when making business decisions.

Angoss combines powerful market proven software with focused industry services expertise in the deployment, integration and use of predictive analytics in enterprise environments. Our differentiators include broad user acceptance, a commitment to open standards, rich functionality, rapid deployment, exceptional ease-of-use and affordability.

Headquartered in Toronto Canada, Angoss has offices in the UK and Australia and partners with the world's leading enterprise software, solutions and services vendors. For more information, visit www.angoss.com.