

## Tarang Software announces launch of "WayFinder", a decision making tool for Retail Enterprises

*Being launched in India in alliance with US based Decisive Analytics*

Bangalore, Karnataka, March 10, 2009 /[India PRwire](#)/ -- Bangalore based Tarang Software, a leading player in the Electronic Payments solutions space, has announced the India launch of “ **WayFinder**”, an unique decision making tool targeted at Retail Enterprises. **WayFinder** is being launched in alliance with Tarang’s US based partner, Decisive Analytics, a company that has several years of experience in Market research and analytics.

**WayFinder** is a decision making tool wherein the marketing/advertising/brand management team can design their own web based survey to collect user responses for the launch of a new product/service. It may also collect responses for an existing product or service.

**WayFinder** can import email lists from data sources outside the system. It then triggers email alerts to the respondents and present the survey questions to them. The survey responses are captured in an Oracle data base. Sophisticated data analytical tools provide analysis. Methods such as ANOVA, Correlation, Regression, Cluster Analysis, Factor Analysis and Multi Dimensional Scaling are supported in **WayFinder**. Finally **WayFinder** has a repertoire of reports and charts that can be generated from the system. An overall report summarizing the findings and conclusions can also be drawn up.

**Announcing the launch of WayFinder, V. Rama Kumar, CEO, Tarang Software said, “ WayFinder** has extensive application in the Retail Segment where consumer preferences need to be studied and analyzed. Apparel, groceries, food, footwear and electronics, are some retail segments where **WayFinder** will find a place. Telcos will need to study consumer preferences for current services as well as new ones proposed. Banks and insurance companies can serve their customers better by getting feedback.

**WayFinder** is a tool that State & Central Governments can use very effectively too. They can use this to conduct a nationwide survey on the campaign to ban smoking in Public places.

“ **WayFinder** is being launched in a unique model in India. It is offered as a service and Retail Enterprises can use **WayFinder** on a pay-per-use basis. This service is being positioned as a business weapon for Retail Enterprises to improve their sales without having to invest in expensive license costs. They can buy the service and get thousands of consumers researched through a web based system,” **added V. Rama Kumar.**

### Notes to Editor

#### About Tarang Software:

Headquartered in Bangalore, Tarang Software is a leading player in the Electronic payments solutions space. Tarang’s Payment Services comprise consulting, architecting, development, legacy modernization and implementation services to businesses worldwide. They provide customized pervasive payment solutions to merchants, processors and acquirers, issuers, financial institutions, card associations and product & service companies. For further details visit [www.tarangtech.com](http://www.tarangtech.com)

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