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Company Fact Sheet

LumiData – See the opportunities. Realize the results.

Headquarters

12 South Sixth Street
710 Plymouth Building
Minneapolis, MN 55402

LumiData is in the business of creating new business for leading-edge consumers goods companies. As a specialist in demand intelligence software, we offer a comprehensive range of software, applications and services that bridge the gap between data and the sales and marketing decisions that drive sales, increase revenue, increase margins, enhance brand visibility and strengthen market positions.

SOLYS Software

LumiData's **SOLYS** software solution provides seamless and actionable point-of-sale (POS) data across downstream and upstream business functions. Comprehensive, scalable and designed with the end-user in mind, this demand planning solution enables our customers to identify and leverage opportunities indicated by the data, increase team productivity, synergize sales and marketing strategies and effectively collaborate with retail partners.

History

2002 LumiData Inc. is founded by Bruce Erickson to develop software that assists consumer goods producers manage and utilize POS chain-level Target data.

2002 SOLYS released for standalone workstations.

2003 Roseville - St. Paul, Minnesota office opened in order to establish business operations focused on SOLYS sales and support activities.

2003 Server-based SOLYS is released.

2004 Ransom Stafford appointed President and CEO of LumiData.

2005 Offices relocated to downtown Minneapolis to accommodate business growth, increasing customer base and growth in number of employees.

2005 SOLYS introduced as multi-retailer POS platform.

2005 LumiData established as the de facto software supplier for Target's health and beauty suppliers.

2007 LumiData enhances SOLYS functionality to incorporate store-level POS applications, as well as client-server POS delivery platform.

2008 SOLYS Enterprise and SOLYS Store released.