

Galigeo acquires Location Intelligence division of APOS Systems Inc.

Toronto, August 27, 2013 - Galigeo and APOS Systems Inc. today announce that Galigeo has acquired the assets, staff and activities of the Location Intelligence division of APOS Systems Inc., and is including them in its portfolio of Location Intelligence Solutions under the name "Galigeo-APOS LIS". For APOS clients and partners this will be a seamless transition because Galigeo will integrate the LIS software to its offerings, while continuing to provide and expand worldwide technical support, maintenance and specialized consulting services.

"With this acquisition Galigeo continues its leadership in Location Intelligence and Location Analytics software," says Galigeo CEO Christian Tapia-Stocker. "Galigeo's focus on modern, standards-based applications and services solidifies our leadership position of combining Location with business data in applications to improve business outcomes. The acquisition of the Location Intelligence division of APOS Systems Inc. accelerates that move."

APOS' Location Intelligence software, when integrated with Galigeo's expertise with industry vertical and horizontal business applications, will serve as the centerpiece of Galigeo's innovative and forward-moving Location Intelligence (LI) solutions strategy. Galigeo's LI solutions will now include BI*Where, Retail*Where, Sell*Where, Galigeo Dashboard, and Galigeo-APOS LIS (for SAP® BusinessObjects™ BI solutions). This robust suite of industry-leading software (with more than 200 installations in 18 countries), when connected to BI, CRM and mapping platforms such as SAP BusinessObjects solutions, IBM Cognos, Salesforce.com, Microsoft, Esri and others, provides more than ample solutions to our current customers, protecting their LI investments today and providing a growth path for their future.

"This acquisition improves Galigeo's market-facing capabilities to deliver enterprise-level location intelligence solutions in geo-marketing, sales optimization, law-enforcement, infrastructures and compliance. This investment supports our strategic agenda: continued expansion and growth, especially in the US, and commitment to our strategic partners, such as SAP and Esri" says Christian Tapia-Stocker.

"APOS has known Galigeo as a strong business competitor in the Location Intelligence market during the 8 years we have been involved in this space" says Allan Pym, COO of APOS. "This acquisition takes Galigeo to a new Location Intelligence market leadership position, helping them take current and future customer organizations to new levels of success in their location intelligence and location analysis initiatives. APOS is now able to return to a pure focus on platform management solutions for SAP BusinessObjects, where we have been market leaders for almost 15 years."

Location Intelligence adds the spatial dimension to standard BI and CRM systems to solve optimization, analysis, prediction and reporting problems. While all major business sectors can benefit, Galigeo focuses on retail, consumer goods, communications services, energy, pharma/life-sciences, manufacturing, government and homeland security.

Galigeo software products and consulting services guide its clients through technical, organizational and integration alternatives, which encompass:

- **Location Analytics** to find and enable the “where factor” in existing data sources, such as BI and CRM systems, and provide more customer and market insight, visualizing and analyzing the outcome, and developing actionable recommendations.
- **Location Discovery** using the geographic identifiers (Geocodes), to enrich and exploit heterogeneous data from any Data Source (i.e. Data Warehouse, Data Marts) thereby increasing the amount of business data that can be included in location analysis efforts.
- **Location Operations** to optimize the deployment of a large sales force or distribution channels; obtain an insightful understanding of clients across geographies and the corresponding impact on the enterprise's profitability.

About Galigeo

Galigeo has been paving the way in Location Intelligence since 2001. By combining geographic mapping, location related data with key business information, Galigeo enables organizations to gain critical insights, make better decisions and optimize business processes and applications. Galigeo is trusted by some of the world's largest businesses and organizations who want to implement Location Intelligence solutions: Autodesk, Arcelor-Mittal, Heineken, Vinci, Carrefour, Orange, Total, Sodexo, European Commission, State of Geneva, Swiss Federal Roads Office, French Police department, State of Massachusetts, to name but a few. Galigeo is headquartered in Paris with offices in New York City, and Limburg (Germany).

About APOS Systems Inc

Since its beginning in 1992, APOS Systems Inc. has evolved from a custom business application development shop to a global provider of solutions promoting well managed business intelligence (BI). APOS improves customer return on BI investment through BI platform management solutions that enable high-efficiency system administration, auditing, storage, publishing, migration acceleration and mobile connectivity. (www.apos.com)

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