

**FOR IMMEDIATE RELEASE**

## **RealPricer™ 2.0 Launches with Regionalized Sell Price Data for Electrical Distributors**

Material Express has released RealPricer 2.0, a Web Application for Electrical Distributors that Offers Aggregated Real World, Regionalized Pricing Information Packaged with Pricing Analysis Tools to Maximize Market Intelligence.

**Carlsbad, CA - September 9, 2011** - The version 2.0 release of RealPricer ushers in new data and features that help sales and pricing managers improve their market intelligence which impacts their company's bottom line. RealPricer is a unique web application which provides electrical distributors real world sell pricing data for thousands of products. As a web application, RealPricer eliminates high software installation, integration and update costs.

The most significant change in version 2.0 is the addition of regionalized pricing data that complements the national data from version 1.0. The regional pricing is now segmented by the state-based regions also used by the National Association of Electrical Distributors (NAED). Initially, the regions include Western, South Central and Eastern. Additional regions will be included based upon customer requests as data sets grow.

Earl Beutler, CEO of Material Express, stated, "After more than three years of research, development and testing, I am very excited that our latest version of RealPricer has launched. Version 2.0 is our answer to customer and electrical industry critique, feedback and suggestions. Regional pricing data provides our customers a more accurate view of product pricing trends which is a valuable advantage to distributors in today's challenging business environment and tight profit margin."

In addition, based on feedback in this version, pricing is now segmented by high volume sales data versus standard sales. RealPricer's data analysis algorithms use a multi-point detection process to isolate, and separately aggregate, daily sell pricing data that refers to high volume sales and contract-based sales. RealPricer's lead project manager, Derrick Delliquadri, stated, "We put a high priority on allocating the resources required to build out highly refined price and volume analysis algorithms to ensure the highest level of data accuracy. As we add more data sources, we will continue to increase the amount of segmentation, thus providing the user the ability to view pricing intelligence for more regions."



**Figure 1: As a web application, RealPricer eliminates high software installation, integration and update costs.**

As of September 2011, RealPricer 2.0 tracks over 35,000 of the most commonly sold electrical products. Over 4,700,000 unique transactions make up the aggregated pricing data for those 35,000 items and this number is growing by the day to provide customers up to date price information on commodity items, fast movers and slow movers. Over 14,000,000 historical price data points are viewable by RealPricer customers through intuitive trend analysis charts.

RealPricer continues to add more data sources through its highly successful eDAP program (Electronic Data Aggregation Program). eDAP is a process for electronic transfer of sell-side invoice pricing data to the secure RealPricer data analysis servers. Derrick Delliquadri stated, “The fundamental core of RealPricer is that eDAP participants fully understand that we confidentially manage all pricing data and we never disclose our pricing sources. We use industry standard technologies, such as fulltime SSL encryption and hardware server firewalls, to ensure the highest level of data security. Our proprietary data aggregation and cleansing algorithms ensure full anonymity to all eData participants and customers. As we add more eDAP participants, our development plan dictates further region breakdown which will allow our users to experience even greater levels of price comparison.”

#### About Material Express

-----

Material Express was founded in 1999 by a team of experts in the field of electrical and plumbing construction, software development and information services. Material Express is headquartered in Carlsbad, California and is part of the Pinnacle Information Corporation family of companies. Pinnacle has delivered supply chain information services since 1993. Material Express offers EPIC™ – Electrical Pricing Information & Catalogs; APeX™ (Advanced Pricing eXchange); CatLynx™; and ImageLynx™, a web-based Image Server, and most recently RealPricer, the new electrical industry price reporting and intelligence tool. For more information, call 800-594-7044 or visit <http://www.RealPricer.com>

#### Media Contact:

Derrick Delliquadri

800-594-7044, ext. 521

[ddelliquadri@materialexpress.com](mailto:ddelliquadri@materialexpress.com)



###