

## **Patricia Seybold Group Spotlights Avail Behavioral Merchandising as an Outstanding Solution for Online Merchandising**

*Susan Aldrich, Senior VP at Patty Seybold Group, says that if you are in retail or B2B ecommerce, Avail Behavioral Merchandising should be on your short list. An in-depth review of Avail Behavioral Merchandising™ - a merchandising solution that enables retailers to optimize retail performance and customer engagement, by displaying the right products at the right time to each individual visitor.*

June 8, 2010 (FPRC) -- Avail Intelligence (<http://www.avail.net>) today announced that they received a highly favorable review from Patricia Seybold Group.

The independent research report is based on an in-depth review of Avail Behavioral Merchandising™ - a merchandising solution that enables retailers to optimize retail performance and customer engagement, by displaying the right products at the right time to each individual visitor.

"Personalization can improve customer experience, improve search results and boost web site KPIs," explains report author Susan E. Aldrich, Senior VP and Senior Consultant at Patricia Seybold Group. "If you are in retail or B2B ecommerce and looking for a powerful solution to personalize interactions, Avail should be one of your top candidates."

This is part of a series of reports reviewing the market for personalization and recommendation technology that included Baynote, Omniture (NASDAQ:ADBE) and RichRelevance. Avail received the report's highest grades of any solution reviewed in the categories "Recommendation Structure" and "Managing Recommendations" as well as the highest grades available for "Guidance and Advice", "Operations" and "Vendor's Development and Maintenance".

The report defines Avail's strengths as "Avail Client Success, which provides strategic advice from leading practitioners; its recommendation algorithms, which support not only the recommendation types one would expect but also support collaborative merchandising and syndicated merchandising; the Avail Control Panel, which provides immediate previews and tests of changes; and the Amazon Web Services hosting which ensures scalability and disaster backup."

"Our customers tell us that we are the best and most affordable eCommerce solution for their needs," added Pontus Kristiansson, CEO of Avail Intelligence. "This positive review from the Patricia Seybold Group, one of the world's premier experts on e-commerce, reinforces the effectiveness of our services and solutions."

About Avail Intelligence (<http://www.avail.net>)

Avail Intelligence is Europe's largest provider of online merchandising solutions for the retail industry. Since its establishment in 2000, Avail's technology, support and expertise have delivered more than \$1 billion in added sales for over 100 retailers, such as Redcats Group, Neckermann, and Game, in 25 countries. Avail has offices in USA, United Kingdom, France, and Germany, and headquarters in Malmo, Sweden.

## About Patricia Seybold Group

Patricia Seybold Group is a business/technology consulting firm that has been in business for over 25 years. For the past 15 years the company has developed a wealth of experience working with companies that are committed to becoming customer-centric.

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### **Keywords**

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