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Urban Science Solves Big Data Challenges with Progress Corticon Business Rules Solution

Automated Process Captures, Manages and Distributes Internet Sales Leads in Less Than Two Seconds

BEDFORD, Mass.--(BUSINESS WIRE)-- Progress Software Corporation (NASDAQ: PRGS) today announced that global automotive retail consulting firm Urban Science has selected the Progress® Corticon® business rules management system (BRMS) to solve their Big Data problem. Headquartered in Detroit, Michigan, Urban Science provides solutions to help automotive OEMs manage and optimize their dealer network. To achieve this, the company takes a scientific approach to helping automotive retailers allocate resources, grow market share and improve profitability by using electronic sales leads solutions and other technologies.

Nearly 80% of new vehicle buyers use the Internet in their purchasing process, according to J.D. Powers, making the management of internet-based auto sales leads critical to automotive retailers. Urban Science will use the Corticon BRMS to capture leads from more than 30 online sources, analyze the data, and route to the appropriate source, all within two seconds. This solution provides automotive retailers an inherent ability to understand buyers' behaviors and act upon them extremely quickly giving these retailers a powerful competitive advantage.

Greg Davidson, chief information officer of Urban Science, stated: "We held a five month proof of concept exercise to rigorously test the performance of competitive products under high transaction volume and Big Data scenarios. We found that the Progress Corticon BRMS solution produced the fastest results, and most importantly, kept us within the parameters of our service level agreements (SLAs). Throughout our evaluation process, we were very pleased with the technology's performance, guaranteed rules integrity features and ease of use. Additionally, the Corticon BRMS fits into our cross platform development strategy, providing strong support for our Java and .NET platforms. Given this, we have now decided to implement a permanent, automated business rules solution that will help us continue to deliver competitive advantages to our e-Commerce customers."

Dr. Mark Allen, chief technology officer of Decision Management, Progress Software, explained: "Historically, companies have not tackled Big Data problems with business rules solutions, as most rules engines do not scale well with data-intensive processing. Only the Corticon BRMS is proven to perform and scale to solve the most sophisticated decision-making problems."

With a patented, no-coding rules engine, the Progress Corticon BRMS is used by customers worldwide to automate sophisticated decision processes and reduce development and change cycles. Automated decision management with the Progress Corticon BRMS empowers organizations to quickly sort Big Data so they can react to changing market conditions and improve productivity and customer service.

About Progress Software Corporation

Progress Software Corporation (NASDAQ: PRGS) is a global software company that simplifies the development, deployment and management of business applications on-premise or on any Cloud, on any platform and on any device with minimal IT complexity and low total cost of ownership. Progress Software can be reached at www.progress.com or 1-781-280-4000.

About Urban Science

Founded in 1977, Urban Science is a global automotive retail consulting firm that takes a scientific approach to help companies identify where they should allocate resources in order to increase their market share and profitability in the most effective and efficient manner. With headquarters in Detroit, Urban Science serves its global clientele from offices in the United States, Spain, United Kingdom, Germany, Italy, France, Australia, China, Mexico, Russia and Japan. For more information on Urban Science, visit www.urbanscience.com.

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