

DataZen Market Maker for DSL™ Promises Reduced Customer Acquisition Costs for DSL Providers

Carriers Gain Advantages with Unique Predictive Behavior Models, Large-Scale Data Aggregation, and Customized Data Sets

Herndon, VA, September 22, 2000 -- DataZen Corporation (formerly Ecologic Systems Corporation) today announced the availability of DataZen Market Maker for DSL™, a hosted, customer intelligence solution that includes market planning, lead generation, cross selling and product planning modules for Digital Subscriber Line (DSL) service providers. DataZen Market Maker for DSL integrates state-of-the-art mapping technology with unique purchase propensity models for the DSL market, aggregated business data from customers and third-parties, and customized data sets to segment and prioritize markets. DSL operators use the results to drive direct mail, telemarketing, and e-mail marketing campaigns.

With DataZen Market Maker for DSL, service providers will lower customer acquisition costs by more accurately predicting the purchasing behavior of potential customers and feeding the aggregated and scored data into the lead generation and marketing processes. By using DataZen Market Maker for DSL to identify serviceable and profitable "pockets" of prospective customers, carriers can precisely target network construction and reduce the overall capital required to build the network will be reduced. Service providers will also use this solution to profile existing customers and predictably model new product offerings to help maximize revenue opportunities.

"Most communications service providers cannot physically provision 25 percent of the orders that they sell," said Michael J. Keeler, DataZen's CEO. "To a large degree it's because they have little or poor intelligence about how to make critical sales force or network deployment choices. With DataZen Market Maker for DSL, it's no longer a shot in the dark. DSL service providers can increase network efficiency to reach the most profitable customers as well as improve cost per lead and acquisition, sales force churn, percentage of customers provisioned, profit growth, sales and marketing productivity, and time-to-revenue."

"DSL providers that can focus on more profitable markets while offering service at a low cost will be successful in the long-term," comments David Hawley, analyst, telecommunications e-business, The Yankee Group, a telecommunications research and consulting firm. "Using a tool like DataZen Market Maker for DSL to target subscribers, rather than blanket marketing to the general population, will yield a higher return on investment for each marketing dollar spent."

About DataZen

DataZen Corporation delivers customer intelligence solutions that help communications companies and service providers capture their highest priority market segments, target their most valuable prospects, and acquire customers with the greatest return on investments in infrastructure and sales effort. DataZen customers successfully execute "smart build" and "smart sell" strategies by using demand data and forecasts to drive business growth the intelligence that has been missing from the Customer Relationship Management (CRM) marketplace.

DataZen's easy-to-use solutions, delivered as application services over the Internet, are based on proprietary, predictive demand models; unique data integration and mining capabilities; and large-scale data warehousing technology that was originally developed through a variety of research and development programs with government agencies such as NASA (when DataZen was Ecologic Systems Corporation) and validated through engagements by a variety of communications service providers.

Today, Ecologic Systems Corporation is a research engineering subsidiary of DataZen Corporation.

For more information about DataZen, visit our web site, after 9/25/00, at www.DataZen.com.

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