

With DataZen, Choice One Quickly And Accurately Pre-qualifies DSL Prospects

DataZen Service Finder for DSL™ uses polygons to accurately show service area, produce fewer truck rolls, and reduce order backlog

Herndon, VA, October 9, 2000 -- DataZen Corporation (formerly Ecologic Systems Corporation) today announced the availability of DataZen Service Finder for DSL™, a Web-delivered, intelligence solution that integrates geospatial mapping technology and multiple data sets to determine whether a DSL service provider can provision service at a particular address.

With demand for broadband services exploding, it becomes ever more critical that DSL service providers deploy their assets wisely. DataZen Service Finder for DSL can provide a competitive edge by starting with a superior distance calculation method and then "learning" with experience. DataZen Service Finder for DSL then shows service area data graphically as polygons that give a more accurate representation than traditional circles. With the polygon approach, unserviceable areas are clearly highlighted by the shape of the polygon. Those same unserviceable areas would not show up as part of a circumference representation. DataZen Service Finder for DSL uses these advantages plus batch processing, prospect surveys, an administrative interface, and comprehensive data to produce fewer truck rolls and a reduced order backlog.

"We want to offer subscribers in our area the best service possible at a very competitive rate," states Mae Squier-Dow, Chief Operating Officer, Choice One. "The DataZen Service Finder for DSL solution frees up our order system from provisioning requests outside of our service area. Because sales people and wholesalers can more effectively pre-qualify prospects on-line, there is a more efficient client provisioning process that allows our sales people to convert more sales. At this point DataZen Service Finder for DSL is a valuable internal tool, and eventually we would like to offer it directly to our clients."

"As a premier integrated communications provider, Choice One offers voice and data services, including Internet and DSL solutions, web hosting, and design, primarily to small and medium-sized businesses in second and third-tier markets," says Michael J. Keeler, DataZen's CEO. "By using our pre-qualification capability, Choice One can significantly lower its acquisition costs and maintain superior customer satisfaction levels."

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 buy" 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 at www.DataZen.com.

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