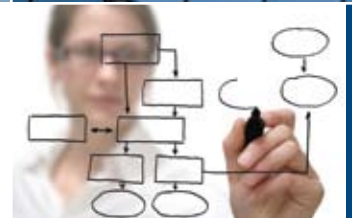


Decision Support Services

The so-called *data deluge* presents a technological challenge many businesses have yet to master. Data segregation remains commonplace as companies continue to collect and house data in specific divisions such as finance, human resources or sales and customer service. This silo approach relies on multiple, stand-alone or non-integrated, systems, which hinders a company's ability to understand and leverage the big picture.



Decision support services (DSS) integrate data collection and storage technologies, which enables data mining. The result is a holistic view of an organization's operations. That

view empowers businesses and governments to balance competing demands for limited financial or human resources and improve efficiencies, productivity and profitability.

Optimize and manage existing data streams.

Applus+ helps organizations evaluate, measure, test, analyze and monitor key business drivers and issues.

DSS provides the platform necessary to evaluate complex systems or processes by measuring, testing, analyzing and/or monitoring key drivers or issues of the business. DSS empowers an organization to optimize and manage existing data streams and perform "what-if" scenario analyses or comparisons to standards and strategic goals. With that knowledge in hand,

an organization's management is better positioned to evaluate its operational and strategic goals and to implement a DSS solution that will fit its specific needs.

Applus+ Technologies is adept at delivering a DSS that enables organizations to identify critical events, trends and environmental changes to improve decision-making, financial management, regulatory compliance and customer service. Experienced and highly capable professionals comprise the Applus+ DSS team, ensuring a client's ability to measure the vast array of factors that may impact its operations.



Decision Support Services

Applus+ delivers a custom, flexible and scalable DSS solution, which includes technology and functionality customized to each customer's business operations and strategic needs. Applus+' DSS suite includes such services as:

Monitoring Capability

Applus+ is a leader in monitoring technologies. Many of our customers, for example, require environmental assessment capability. Applus+ specializes in monitoring particulate matter, smoke and gaseous pollutants in the air, enabling customers to assess potential impacts on the health and safety of its employees, and better ensure full compliance with applicable regulations. The data collected in such monitoring tests may also be used to improve fuel or operational efficiency of equipment.

On-Board Diagnostics (OBD)

OBD applications enable real-time assessment of various engine performance metrics. Applus+ has long delivered telematic services to the transportation industry with customized hardware and software solutions that allow customers to reduce maintenance costs, vehicle downtime, safety costs and fuel expenses. OBD systems can also be remotely connected to a client's information architecture, which allows for overall mobile asset management that, in turn, reduces operating costs.

Security/ID Management

Applus+ leverages advanced biometric technologies to design and build highly-secure identification and personal verification solutions. Our solutions are integrated with our data management services, which enhances security and reduces financial or operational fraud.

The result of DSS integration is a degree of *Business Intelligence* that is now essential to business operations and the ability to compete effectively.

The business intelligence (BI) enabled by an Applus+ DSS platform empowers customers to intelligently evaluate current operations and, most importantly, provides the knowledge to support strategic decisions going forward. Applus+ solutions create a customized BI platform that delivers complete visibility into all DSS services and overall business events through robust, real time activity monitoring.

Applus DSS and BI solutions, coupled with our robust Information Management capabilities, improve the delivery of information and help transform data into insight. We deliver a complete business solution that ensures secure, accurate and effective data collection and optimizes the intelligent use of that data. Our BI solutions include web sites, web portals, dashboards, reports and a content management infrastructure. This allows customers to monitor, test and measure real time data. It then enables the integration of that data into a comprehensive data warehouse where Applus' data mining, analytical and reporting services enable clients to optimize business performance across the entire enterprise.

Applus+
Technologies

444 North Michigan Avenue
Suite 1110
Chicago, IL 60611
email: solutions@applustech.com



TECHNOLOGY & SYSTEMS INNOVATION