



## **The Procter & Gamble Company and Verix Business Intelligence Announce Initiation of a Strategic Partnership**

*Innovative partnership has been created to further-strengthen and build P&G's capabilities  
in Business Intelligence (BI)*

Monday, February 11, 2013 4:30 pm EST

**CINCINNATI--(BUSINESS WIRE)--**The Procter & Gamble Company (NYSE: PG) has formally-initiated a strategic partnership with Verix Business Intelligence, a start-up technology company that specializes in intelligent business alerts and pre-packaged analytical applications. The terms and conditions of this partnership are not being released.

This innovative technology partnership is being pursued to further-strengthen and build P&G's capabilities and industry leadership in Business Intelligence (BI). This collaboration has been supported by P&G's IT Innovation Hub, the Israel House of Innovation (IHI), which was established five years ago to help enable partnerships between P&G and Israeli innovators.

"We are excited to initiate a partnership and collaboration with Verix," shared Andy Walter, P&G's Vice-President of Global Business Services. "We expect that the innovative Verix technology and capabilities will help to further-strengthen our business intelligence capabilities."

With the advent of ever-increasing amounts of business data, Verix enables the analysis of huge data sets and identifies trend changes that lead to significant business insights. Driven by an analytical pattern-recognition engine that scans all relevant intersections of diverse data sources in search for exceptions, Verix generates Intelligent Business Alerts that enable decision makers to focus on what matters.

"P&G is an ideal partner for Verix, due to their deep data analytics experience and relentless focus on providing their business community users with the most actionable and relevant insights," states Doron Aspitz, Verix CEO. "It is impressive how quickly P&G has been able to leverage the Verix platform."

### **About Procter & Gamble**

P&G serves approximately 4.6 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, Ambi Pur®, SK-II®, and Vicks®. The P&G community includes operations in approximately 75 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

### **About Verix**

Verix, headquartered in Los Altos, California, offers innovative SaaS Business Analytics solutions to streamline commercial operations. Verix's pre-packaged applications combine external and internal data sources and utilizing the patented HotSpots™ technology, Verix provides a holistic image of the market and the business, and detects threats and opportunities before they become a costly problem. Verix goes beyond traditional Business Intelligence, leveraging data to answer business questions. For more information, please visit <http://www.verix.com>.

### **Contact:**

The Procter & Gamble Company  
Ross H. Holthouse, 513-983-9377  
[holthouse.rh@pg.com](mailto:holthouse.rh@pg.com)