

Optimus Advantage LLC granted \$20,000 Amazon.com AWS-Activate Credit by SAP To Further Develop the Optimus Advantage Marketplace Retail Solution on the SAP HANA® platform.

Chicago, IL October 22, 2014 — [Optimus Advantage LLC](#) today announced it has been awarded by [SAP](#) \$20,000 in [Amazon Web Services](#)(AWS) credits to further develop the Optimus Advantage™ Marketplace software solution for online retailers. The Optimus Advantage Marketplace operates on the SAP HANA® platform and is accessible on the Amazon Web Services global network.

Amazon Web Services is a collection of remote computing services that comprise the AWS Cloud computing platform, offered over the Internet by Amazon.com. AWS hosts SAP HANA on the AWS Cloud, and SAP has certified SAP HANA for production use on the AWS Cloud. Customers can use Amazon Web Services to access SAP HANA-based applications.

SAP HANA is offered by SAP SE (NYSE: SAP), a world-leading provider of enterprise software and services. SAP HANA combines database, data processing, and application platform capabilities in-memory. The platform provides libraries for predictive, planning, text processing, spatial, and business analytics. By providing advanced capabilities, such as predictive text analytics, spatial processing and data virtualization on the same architecture, it further simplifies application development and processing across big-data sources and structures. This makes SAP HANA a highly suitable platform for building and deploying next-generation, real-time applications and analytics.

Optimus Advantage LLC joined the SAP® Startup Focus program to leverage the power of SAP HANA for online retail customers to enable them to instantaneously negotiate item price in real time and receive an iPON™. An iPON is an electronic retailer store credit given to the customer that can be applied towards a future online or in-store purchase. The Optimus Advantage™ Marketplace engages customers with the best of two worlds: item price negotiation and retailer store credit. Documented statistics state that over 30 percent of potential sales are lost because the customer feels the price is too high. Retailers use the Optimus Advantage Marketplace to engage customers through negotiation of the item price in real time to automatically discover the affordable customer price that is within the retailer's profit margin. This form of customer engagement helps retailers regain lost sales.

Included in the price negotiation is an iPON™ retailer store credit. The iPON™ is stored in SAP HANA database and can be accessed on the customer's smartphone or computer and applied towards the retailer item purchase price or traded with other customers in the Optimus Advantage Marketplace Network.

“Now, retailers can offer a reliable method to engage their customers through negotiation, and distribute their iPON™ store credits to customers. The Amazon.com AWS-Activate credit will enable us to build out the Optimus Advantage Marketplace on the SAP HANA platform to immediately process millions of negotiations in real time and distribute iPON™ retailer store credits for immediate use by customers” said Michael Harris, Manager, Optimus Advantage LLC.

About Optimus Advantage:

Optimus Advantage LLC management has over 15 years of experience in the financial and retail sector providing expertise in building Web-based retailer and payment solutions.

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