

# Datalytica, Inc.

## Datalytica's Sales and Marketing Capabilities

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### *Bringing Solutions to Market*

It is well known that, though great products are fundamental to great businesses, they must be sold. Revenue is the life-blood of any enterprise. Datalytica can not only identify, conceptualize and develop problem solving products within the markets demanding their expertise, but can also place them in front of only the most appropriate prospective customers' decision makers—a scoped rifle shot.

### **Powerful Relationships**

Datalytica's founders have powerful business relationships. These have been earned through decades of executive management and consulting experience. Name any company in the Technology, Retail, Gaming, Financial, and Healthcare industries, and it is likely we can quickly get to someone there who needs your product.

**Bart A. Lewin**, President of Datalytica, has spent more than 25 years working within the casino gaming and retail industry as a technology developer, technical management executive and consultant. He has published numerous articles in trade magazines and has presented internationally at gaming and retail trade conferences and user groups. Recently, he has developed and sold casino games and consumer marketing systems to casino operators; and has sold development services and OEM products to gaming industry system vendors valued in excess of \$10 million.

**Bernard K. Plagman**, a Director, is a former partner with PricewaterhouseCoopers who managed some of their most prestigious clients in the financial services sector. Following his tenure at PwC, he co-founded the TechPar Group, that currently has over 50 consultants and over 100 clients. His ethics and competency has earned him the respect of hundreds of C level executives. Through Mr. Plagman, we have been able to provide special incentives to TechPar's consultants that use their contacts on behalf of Datalytica.

**Charles Popper**, a Director, has decades of experience as a technical and business consultant as well as holding multiple technical executive positions for household name companies in the healthcare, technology and financial services industries. He is currently the CEO of the highly successful consulting firm, the TechPar Group.

### **Marketing Strategy**

Key to our marketing strategy is personally leveraging our business contacts. We identify those executives most likely to understand and see the value of the business solutions and technologies we provide, and we present these solutions in the context of their individual needs. Because of this practice, they always take our calls.

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