



## FOR IMMEDIATE RELEASE

### **PURUS TECHNOLOGIES BRINGS DECISION CATALYST TO CORPORATE AND GOVERNMENT LEADERS – DECISIONS CAN NOW BE MANAGED AS CORPORATE ASSETS**

PURUS Technologies Inc. ("PURUS"), a Calgary based technology firm, has built a new generation of software and is defining an emerging market area called Enterprise Decision Management. PURUS' Decision Catalyst ("DC") is a software solution built for corporate and government leaders that connects the hindsight of information with the foresight of analytics all within a collaborative, personalized, real-time software environment.

Teilhard, has attracted well-known Canadian business and Government leaders to its Board of Directors - Charlie Mayer, Arthur Griffiths and Ralph Klein. Ralph Klein, former Alberta Premier states: "Throughout my career in government, I have always looked for ways to accomplish more with less resources. Decision Catalyst is an exciting new way to think about and execute the decisions we make as leaders everyday."

PURUS is working with governments and corporations alike to test and implement its software. For example, we are presently engaged with the Saskatchewan Ministry of Highways and Infrastructure in the implementation of their information management strategy.

Jim Gibson, the President and CTO of PURUS explains, "The strategic and tactical thinkers of governments and corporations have to make decisions every day – some easy and of little significance, others, difficult with great consequence. Decisions, for better or worse can change an organization's trajectory. However, when consistently correct decisions are made, they will inspire and create real value for organizations and their employees. Gibson continues, "Decision management is a natural evolution of Business Intelligence. When we focus on decisions we need a much richer understanding of what data is, new immersive ways to view data and most importantly the ability to richly collaborate with colleagues. This is Decision Catalyst."

PURUS' development team has an in-depth understanding of the decision making process and its importance; they have produced Decision Catalyst, a software environment, where latency - the time from a business event to effective action – is dramatically reduced. This reduction is possible because the data, analytics and collaboration tools are all readily available on the decision maker's desktop. The Decision Catalyst environment supports additional analytics to address the emerging needs of the decision makers, built to their unique specifications in days and weeks, not months and years.

PURUS' Decision Catalyst software empowers corporate and government leaders to make clear accurate decisions through organized knowledge, real-time collaboration and immediate execution. After a decision is made and executed, DC is able to archive all facets of a decision [the inspiration and collaboration – the 'soft bits' of a decision process, can be saved alongside the 'hard bites' – the data, charts and other information pieces that are stored in the myriad of databases, dashboards and spreadsheets] for defensibility, knowledge and reusability purposes. "For the first time corporate leaders are now able to manage their decisions like corporate assets," explains, Klein.

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For further information about PURUS, or to schedule an interview with Jim Gibson, President of PURUS, please contact Alexis Meinzer at 1.403.617.4411 or email at [alexis@teilhardtech.com](mailto:alexis@teilhardtech.com).

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PURUS is building a new generation of software in the emerging area of Enterprise Decision Management. PURUS' Decision Catalyst software (Patent Pending) enables strategic decision support for the corporate executive by integrating the hindsight of information with the foresight of analytics. ( [www.purus.ca](http://www.purus.ca) ) PURUS Technologies Inc. is a wholly owned subsidiary of Shopplex.com Corporation dba Teilhard Technologies ( [www.teilhardtech.com](http://www.teilhardtech.com) ).