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nPario's Big Data Marketing Applications Chosen by Aramex

nPario Insights Engine and Segment Explorer to enhance understanding of Shop And Ship customer needs

Dubai UAE; May 24, 2011: nPario Inc, a leading provider of data analytics software, announced today that Aramex, the global logistics and transportation solutions provider, has chosen its customer-focused suite of "Big Data" marketing applications. nPario's Insights Engine and Segment Explorer will further enhance Aramex's understanding of its customer needs by generating detailed insights from its Shop and Ship sales data.

Shop and Ship is the e-tail delivery service by Aramex that offers Middle East consumers the convenience of online shopping from the US, UK and Europe at competitive rates. nPario's applications, which analyse large amounts of sales data while retaining granular levels of detail, will allow Aramex to extract a range of insights about customer needs, further enhancing the Shop and Ship experience.

Bassel Ojeh, President and CEO of nPario, said: "nPario uses detailed sales data, gathered over time, to give companies in-depth marketing insights. With its commitment to leverage 'Big Data' in order to enhance customer value, Aramex is again setting the standard for innovation."

"At Aramex's Shop and Ship, our goal is to truly understand our customers so we can continue to provide them with the services they need," said Hassan Mikail, Regional E-commerce Manager for Aramex. "With nPario, we are confident that our marketing team will be able to leverage our sales data to its full potential, in order to understand our customers and deliver the best value in shipping services available in the market today."

nPario has also developed Shop and Ship (SNS) Pulse, a simple-to-use, application to allow Aramex to understand the needs of different customer segments and develop appropriate service offerings.

"Shop and Ship Pulse enables our team to develop immediate, detailed customer segments based on the most recent, comprehensive and accurate data," added Mikail. "In an age of real-time integrated marketing, without professional, bespoke data mining and analysis tools, you're at a distinct competitive disadvantage. As we delve deeper into SNS Pulse, we will gain all sorts of high-value insights that will result in a customer journey loaded with benefits and a higher level of satisfaction."

About nPario Inc.

Headquartered in North America with offices in UAE, KSA and Jordan, nPario offers big data products and services that enable organizations to understand and target consumer intent. Led by CEO and co-founder Bassel Ojeh, nPario's team has worked on the largest data sets in the world for companies like Microsoft, Yahoo, Adobe, Oracle and SAS. Today, we are channeling our expertise into nPario. For additional information visit www.npario.com

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