

FireStream Reduces Business Latencies With New Transcend Software

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*–Glenn Turner,
President, FireStream
WorldWide, Inc.*

ST. LOUIS – May 16, 2005 – FireStream WorldWide, Inc., this week introduced Transcend, a new module now available with FireStream’s Ascend software, which eliminates inefficiencies in six common business processes.

“Delays, or latencies, exist in all organizations, and can be readily identified in various areas of a company’s business,” said FireStream President Glenn Turner. “These latencies have a domino effect, causing organizations to lose productivity, revenue, and customer satisfaction.”

According to Turner, the most common business latencies are: Executing Redundant Tasks; Identifying and Responding to “Trouble Spots” (Exception Management); and Generating and Distributing Reports.

“FireStream’s Transcend technology addresses all of these latencies, helping businesses become more efficient and more responsive than their competition,” said Turner.

Transcend uses queries to retrieve information automatically from the Ascend database or other company databases. If the conditions of a query (or queries) are met, an event is “triggered” and a series of pre-set alerts, reports and actions are executed.

“The organization that waits until the end of the day, end of the week, or end of the month to analyze their data and identify potential problems will always lose to the organization that is able to do the same analysis on a dynamic, ‘real-time’ basis,” Turner said. “Critical information must be detected, reported, and acted on as soon as possible.”

St. Louis-based FireStream WorldWide, Inc., provides business management software to wholesale and retail petroleum marketers. FireStream’s Ascend software is a complete petroleum supply chain and back-office accounting package that is built on a true Windows platform with a MS SQL Server database.

FireStream is a global company that has grown rapidly and profitably since it was founded in 2001. Today FireStream has 65 employees and more than 200 customers in 40 states.

For more information about FireStream products, contact Doug Brown, Director of Sales and Marketing, FireStream WorldWide, Inc., 12935 N. Outer Forty Dr., Suite 210; St. Louis, MO 63141; (314) 434-4601; dougb@firestreamww.com; www.firestreamww.com.