

Quad Analytix acquires Wisser to create the leading player in competitive intelligence

[Quad Analytix](#), a leading provider of market intelligence solutions, announced today that it has acquired [Wisser](#), a leader in the retail pricing space. Terms of the transaction were not disclosed.

An innovator in pricing intelligence and winner of the [Red Herring 2015 Top 100](#) Award for North America, San Francisco-based Wisser has established itself as a leading provider in pricing intelligence, dynamic pricing, and analytics solutions for retailers. The Wisser team will be joining Quad Analytix in San Mateo, CA.

Commenting on the Wisser acquisition, Andy Ballard, Founder and CEO of Quad Analytix, said, "Quad's mission is to provide solutions that drive improved business results for our customers and simplify their day to day work. This acquisition continues to advance that mission by enhancing our leading position in the competitive intelligence market. Together we can accelerate growth as we deliver differentiated insights and value added analytics to our customers and partners across the retail, financial services, and consulting spaces."

Wisser co-founder, Raaid Hossain, added, "We're thrilled to join the Quad Analytix team and excited about the road ahead. We have a shared passion for translating what can often be an overwhelming amount of data into real, actionable insights for our customers. The combination of our highly complementary offerings makes us better together, and will provide the customers of both businesses with unmatched market intelligence and workflow capabilities that power critical business decisions."

About Quad Analytix

Quad Analytix enables eCommerce professionals to make better decisions. We deliver unique insights based on large data sets of product, promotion, placement, and pricing data.

With the explosive growth of today's eCommerce environment, professionals frequently do not have the time or ability to get the data they need to make informed decisions. We often find that our software replaces long hours of costly, repetitive work that is done in-house. Many of the insights we provide cannot even be obtained with manual effort. In addition, our simple, visual, and intuitive web application runs off of data that is higher quality than any one person can produce (you can verify every data point).

We want to make you more effective and efficient at your job. Reach out to us directly at <http://www.quadanalytix.com> so we can determine how Quad can help you.

About Wisser

Wisser empowers brands and retailers to successfully compete in the ever-changing world of commerce. We level the retail playing field by equipping brands and retailers with a turnkey solution to sell the right products, at the right price, at the right time.

Wisser's suite of data-driven merchandising solutions include: dynamic pricing, assortment and pricing optimization, MAP monitoring, and more.

For more information on Wisser, please visit <http://www.wisser.com/>