<u>Note to Editor:</u>

<u>What Sets GenAI Query Apart:</u>

Speed to Insight: No analysts required — just ask and act.

Actionable Intelligence: Detect churn signals, supply chain snags and margin risks before they hit your bottom line.

Built-In Governance: Secure, role-based access ensures data remains protected yet accessible.

Confident Decision-Making: Clear logic, visual outputs and exportable formats, make insights reliable and defensible.

Enterprise-Wide Optimisation: Not just smarter queries, operational transformation.

<u>GenAI Query Capabilities:</u>

Conversational Intelligence: Ask nuanced, layered questions and receive multi-dimensional, structured responses.

Natural Language Queries: No dashboards. No jargon. Just direct questions like "Why is our return rate up"?

Operational Reasoning: Trace dependencies across workflows for deeper operational clarity.

Platform-Native Performance: Embedded in AppCentral – no overlays, set-up, or configuration required.

Built for Business Users: Empowers non-technical teams to make confident data-driven decisions.

Built-In, Not Bolt-On – Seamlessly integrating with existing processes and tuned to the workflows, logic and language of mid-sized businesses.

Multi-Step Reasoning: Connects dots across systems to deliver cause-and-effect analysis.

Vertical-Specific Intelligence: Leveraging Aptean's industry expertise in manufacturing, food & beverage, apparel, and transportation.

Live Data Integration: Insights reflect real-time performance and operational context.