

Ewing Irrigation Engages Intalytics for Market Planning Solutions

Ann Arbor, MI (February 28, 2017) – Ewing Irrigation and Landscape Supply, the largest family-owned supplier of landscape and water efficiency products in the U.S., has partnered with Intalytics to develop customized, predictive analytics that will support decision making related to branch deployment and business development efforts. A sales forecasting model developed by Intalytics will also be deployed within SiteIntel, Intalytics' proprietary speed of thought analytics platform.

“We are excited to announce this partnership with Ewing Irrigation,” said Dave Huntoon, President of Intalytics. “As Ewing’s growth continues to accelerate nationally, the need for an analytics partner that truly understands their business is more critical now than ever before. As we develop predictive analytics that are customized to their operations and industry, Ewing will have access to insights that they can feel confident integrating into their branch expansion and market planning processes.”

"Our search for a partner that we felt understood the complexities of our business led us to Intalytics." said Jim Hudson, Ewing's Vice President of Sales. "As we surveyed the predictive analytics landscape, it became clear that the Intalytics team possesses the expertise necessary to develop meaningful solutions on our behalf. We look forward to a long and successful partnership."

About Intalytics

Intalytics (<http://intalytics.com>) provides world-class predictive analytics tools, technologies, and consulting to restaurants, retailers, financial institutions, healthcare providers, service organizations, and private equity firms that are seeking location-centric insights. Founded in 2007 by four leading practitioners in the field of predictive analytics, Intalytics leverages cutting edge modeling techniques, third-party datasets, and web-based analytical tools to deliver innovative, accurate and actionable real estate and marketing solutions.

About Ewing

Ewing Irrigation & Landscape Supply is the largest family-owned supplier of landscape and water management products in the country. Ewing offers commercial and residential irrigation supplies, water management and sustainable solutions, landscape and turf products, hardscape, landscape lighting, water features, erosion control, industry-leading seminars and more to professionals serving the landscaping, sports fields, golf and agricultural industries.