



r4 Technologies Launches XEM™, the Next Generation Cross-Enterprise Management Engine That Delivers Better Business Outcomes

- **Unlocks hidden growth and profit opportunities trapped between organizational silos.**
- **World's most advanced AI Market and Business Model delivers breakthrough outcomes.**
- **Delivers critical AI capabilities to business users in weeks at enterprise scale.**

Ridgefield CT, May 21, 2019 – r4 Technologies Inc., the leading provider of cross-enterprise AI software, today announced the launch of XEM, its cloud-based AI product that delivers breakthrough business outcomes. Working across industries including CPG, retail, financial services, talent management and others, XEM enables enterprises to identify and unlock opportunities hidden between organizational silos to realize sustainable P&L improvements with greater speed and agility.

XEM brings internal and external data together in its industry-leading AI Market and Business Model, enabling C-Suite leaders to run their business holistically and drive automated actions cross-enterprise while leveraging existing systems.

“What makes r4 XEM so revolutionary for companies is its ability to quickly extract growth and profit hidden between functional silos, without changing legacy systems. These new capabilities enable C-Suite teams to rapidly leverage AI to make better decisions and take faster actions. XEM is the first fully productized cross-enterprise AI engine designed for business users,” said r4 CEO Paul Breitenbach.

XEM is the third generation of r4's transformational technology, building on nearly a decade of work with global leaders across multiple industries. It will be generally available on June 24, 2019.

About r4

Founded in 2013, r4 Technologies is the leader in applying AI to cross-enterprise management, delivering better business outcomes as a service. r4 was created by founders of Priceline, leveraging decades of expertise in extracting profit from data.

In 2019, r4 was [named](#) a Gartner Cool Vendor in AI Core Technologies. The company is based in Ridgefield, CT, with operations in San Francisco, Austin, Washington, DC, Dublin, London, Munich, Delhi, and Pune. For more information, please visit www.r4.ai.

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