

StrategIQ Commerce

IntraVex Announces Name Change and Expansion of Niche Big-Data Services

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CHICAGO, IL – IntraVex, LLC, a big data company specializing in e-commerce and logistics data, announced today the company will begin operating under a new name and will be known as StrategIQ Commerce effective immediately.

At the same time, the company unveiled a new identity and a redesigned web site, StrategIQCommerce.com. The new site features the company's focus on creating nimble data commerce solutions for some of the world's largest brands. The company's ownership and staff have not changed.

CEO and Founder Jonathan Shaver said, "Over the past several years, our organization's capability has expanded. In addition to enhancing metrics on logistics data, we now examine the entire spectrum of commerce data for some of the world's most recognizable brands. Our leadership team believes it was appropriate to rebrand our company to better reflect what we do."

"The name change represents a shift in our corporate strategy that has been underway for a few years," said COO Rick Kropski. "As our customers' needs for data sophistication have evolved, we have found ourselves in front of that curve."

The company's first employee and current Director of Operations Systems and Support, Tom Peterson, said, "Our roots as a logistics data analysis company and our proven ability to grow puts us – and our customers – in a unique position to harness commerce data to our advantage."

"All of our services and technology continue to be backed by the same experienced team who brings a customized, agile approach to development that our customers rely on," said Chief Systems Architect Glenn Riekmann. "Only now, our name more accurately reflects who we have become."

For more information about StrategIQ Commerce, please visit StrategIQCommerce.com.

About StrategIQ Commerce

StrategIQ Commerce offers an integrated cross-channel approach to connect enterprise data that considers a product's entire journey, from manufacturing to final destination, including returns. StrategIQ Commerce connects enterprise data to create greater visibility and understanding, keen decision-making and nimble processes. Started in 2000 as a company called IntraVex, today some of the world's most recognizable brands rely on StrategIQ Commerce.

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