

# For Immediate Release

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## NOBI LAUNCHES REDESIGNED SITE TO BETTER SERVE CUSTOMERS

**Oak Ridge, TN— FEBRUARY 3, 2012—** Nobigroup, an industry leader in statistically designed experiments, is proud to announce the launch of its new web presence, NobiGroup.com. Designed to reflect the beauty and simplicity of the Nobi's techniques, the re-launched site offers visitors an easy way to explore what Nobi can do to evaluate and solve their problems.

The re-launched site is the product of months of thought and research into what Nobi needed from its web presence. Offering a simplistic view of the powerful Nobi Group solution, the new site is designed to give visitors a better understanding of Nobi's capabilities.

"We like to chart our clients problems on graph paper, laying out solutions and mapping how to achieve goals" Nobi Group President & CEO, Michael Dey said. "The new site reflects the experience we provide our clients, no surprises, no questions—it is Nobi personified."

The new Nobi Group website was designed and executed in tandem with Tailoj Marketing. Tailoj's Principal, Michael Joliat explained, "Nobi provides an elegant solution to complex problems and questions. The problem is that the solution Nobi provides is not mainstream, and data-driven solutions often intimidate clients. The new site aims to break down these barriers, showing how statistical design can be easily deployed to solve problems across all industries and business sectors by a team that makes it appear effortless."

The new NobiGroup.com was launched on January 31, 2012. For more information on Nobi, please contact Michael Dey, mdey@nobigroup.com.

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### **About Nobi Group:**

*Nobi Group is a privately held firm based in Oak Ridge, TN—a nexus for scientific development around the world. The experts in applying designed experiments to any industry, Nobi provides clients with a structured way to innovate by design, unleash creativity, and quantify the effects of different management tactics. Client competitive advantage is delivered suddenly and sustained. Nobi's introduction of cross-channel optimization in November of 2011 solves an entire class of problem faced by most industries—optimizing across multiple platforms, channels, markets, or divisions.*

