

FOR IMMEDIATE RELEASE

**Retailers Look to Epicor Mobility to  
Transform the Enterprise, Inspire Customers*****As Mobility Pervades throughout All Aspects of Retail, Software Deployment  
Gets a Transformation Too -- Now it's as Easy as Downloading an App***

**NRF 2012 -- NEW YORK, Booth 2105, January 17, 2012 --** [Epicor Software Corporation](#), a global leader in [business software solutions](#) for manufacturing, distribution, retail and services organizations, today announced leading retailers are continuing to embrace the company's mobile solutions to transform their retail operations and enhance the in-store shopping experience to meet the needs and expectations of today's always-connected consumers.

In 2011, Epicor® added 18 customers to its roster of retailers leveraging the company's mobile solutions to improve retail operational execution, inspire greater shopper satisfaction, and support real-time well informed business decision making.

"The industry has moved well beyond mobile for line-busting; today mobile technology is playing a key role in almost every aspect of retail," said Ian Rawlins, vice president of marketing, retail software for Epicor. "Mobility is being used by leading retailers to support personalized customer engagement, better decision making and collaboration, enhanced operational execution and streamlined transaction processing."

Mobile is proving to be an essential ingredient in customer service -- empowering store associates to engage with consumers and deliver a richer more personalized shopping experience. The latest installment of the Motorola Solutions Inc. annual Holiday Shopping Survey highlights that three in four (75%) surveyed retail associates and managers feel they provide a better in-store customer experience when equipped with the latest mobile technologies. More than two-thirds (67%) of surveyed shoppers reported heightened satisfaction with retailers where in-store associates utilized the latest technologies to assist in the shopping experience.

A number of retailers are leveraging the powerful award-winning [Epicor Retail Store](#) offering which is fully mobile-enabled for easy deployment and use on Apple® iPad®, iPod® and Windows mobile devices. [Mobile Store](#) brings information directly to sales associates' fingertips -- to better serve customers from anywhere on the floor. With Mobile Store, retailers can now create and complete transactions from

anywhere -- the sales floor, dressing room, sidewalk, special event, pop-up store, kiosk, etc. Associates can access on-hand inventory and quickly find out-of-stock items to be delivered or picked up without ever having to leave the customer.

In addition, Epicor's **WebIM Merchandising** module allows stores to use iPad® devices to enter inventory transactions accessing Merchandising in real time. These real-time updates help retailers to better monitor trends and relationships among product sales and store locations, resulting in optimized, timely inventory management.

Epicor also today introduced its newest mobile retail solution, the [Epicor Retail Clienteling](#) application. Designed for tablet devices and optimized for the Apple® iPad®, Epicor Retail Clienteling delivers critical customer insight from the retailer's CRM database directly into the hands of sales associates allowing them to better engage with customers and provide a highly personalized shopping experience.

Epicor now also offers **Epicor Retail Information Center** designed for Apple® iPad® and iPhone® and all devices running Windows Phone 7®. It allows field and corporate users to view, analyze and receive notifications from the [Epicor Retail Business Intelligence](#) solution, wherever they are. This powerful tool lets users access, consolidate, analyze, and present exactly the information needed to make fast, accurate decisions.

### **Mobility Also Transforming Retail Technology Deployment**

Just as Epicor is transforming the retail experience via its mobile functionality, the company is also transforming how retail software is deployed. Epicor has taken the lead in providing some of its mobile retail applications online for download to mobile devices, a move that is intended to dramatically improve the cycle time and cost of technology deployment.

The company's Eagle® Release 21 modules are now available via the Android Market and the Apple App Store (See *Epicor Empowers SMB Retailers with Epicor Eagle Release 21*). Additionally, retailers will also have the ability to download from Windows Mobile Marketplace the Information Center app, currently optimized to run on Apple® iPad® and iPhone and all devices running Windows Phone 7®.

Epicor retail solutions and services are used by hundreds of the world's leading retailers to become more profitable, productive and competitive. Epicor retail software solutions are designed to meet the evolving merchandise and service expectations of today's cross-channel shoppers and the business requirements of the most demanding retail environments, with a rapid return on investment, low cost of ownership, and a single point of accountability. Epicor provides software solutions and services to specialty and general merchandise retailers in a variety of industries including apparel, automotive aftermarket, footwear,

lumber and building materials, nursery, sporting goods and pharmacy. Epicor retail customers include hundreds of marquee names, from Aéropostale and Automotive Supply, Inc., to Walker Drug and Zales.

### **About Epicor Software Corporation**

Epicor Software Corporation is a global leader delivering business software solutions to the manufacturing, distribution, retail and services industries. With nearly 40 years of experience serving midmarket organizations and divisions of Global 1000 companies, Epicor has more than 20,000 customers in over 150 countries. Epicor enterprise resource planning (ERP), point of sale (POS), supply chain management (SCM), and human capital management (HCM) enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise and passion for excellence, Epicor inspires customers to build lasting competitive advantage. Epicor provides the single point of accountability that local, regional and global businesses demand. The Company's headquarters are located in Livermore, California, with offices and affiliates worldwide. For more information, visit [www.epicor.com](http://www.epicor.com).

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