

FOR IMMEDIATE RELEASE

Epicor Showcases Innovative Mobility and Multi-channel Retail Wares at NRF 2012

Supporting Retailers' Resolutions to Work Smarter, Faster, with More Agility and Profitability While Engaging and Inspiring Customers

LIVERMORE, Calif., January 12, 2012 -- In only a few more days, Epicor Software Corporation, a global leader in [business software solutions](#) for manufacturing, distribution, retail and services organizations, will join the retail elite in New York City for NRF -- the [National Retail Federation's Annual Convention & EXPO](#). There the retail industry will convene to peruse the industry's most innovative technologies designed to serve, engage, and inspire today's most discerning consumers in some of the most challenging economic times.

This year Epicor® will be showcasing its retail solutions and expertise in mobility and multi-channel retailing -- key requirements for retailers and consumers alike. Via the proliferation of smart phones and tablet devices, today's consumers are interfacing with retailers in a dramatically differently way -- to engage with their favorite brands, and learn more about their favorite products and where to find them.

Managing the Mobile Retail Enterprise

Epicor will showcase its new **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 to deliver a highly personalized shopping experience.

Also featured will be the **Epicor Retail Mobile Store** and **Epicor® Eagle® Release 21** solutions which support Apple iPad/iPod® and Windows Microsoft devices (Mobile Store) and Apple iPad/iPod and Android™ mobile devices (Eagle). These mobile solutions enhance the shoppers' experience by bringing the register to them and supplying associates with product information, customer purchase history, inventory access and the ability to order product or complete a transaction seamlessly.

Also highlighted will be the Epicor **WebIM Merchandising** module -- which allows stores to use iPad/iPod devices to receive/transfer inventory updating 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.

Also showcased will be the Epicor **Business Intelligence Information Center** for mobile devices allowing field and corporate users views into real-time information via alerts, notifications, and personalized dashboards to guide better, faster decision making to run and manage the business from anywhere.

Meeting the Multi-channel Imperative

Epicor will also showcase solutions to support the evolving merchandise and service needs/expectations of today's multi-channel shoppers. This includes the company's popular **Epicor Retail Enterprise Selling** solution which offers a centralized, real-time inventory locator and order management support to enable any sales channel -- POS systems, e-commerce, catalog call centers, kiosks -- to find inventory and fulfill orders across the enterprise. Via its "save the sale" functionality, Enterprise Selling customers have added millions of "lost" dollars to their bottom lines and eliminated hundreds of thousands of calls to find product.

Also featured will be the **Epicor Retail Multi-Channel Transaction Adapter**, which simplifies the task of sharing the full spectrum of POS functions and logic across channels and devices, allowing retailers to more effectively manage transaction execution across the enterprise.

Epicor will also provide a glimpse of future integrations with commercially available mobile apps designed to inspire and empower consumers, along the lines of its **Epicor Retail Enterprise Selling Google Adapter**, which enables retailers to show consumers -- right within their search results -- whether items are in stock at nearby store locations.

Mobility and Multi-Channel Take the Stage

Throughout the show at the Epicor booth theater (booth #2105), Epicor will present on topics relevant to innovation in retail mobility and multi-channel:

- Monday, January 16 at 11:00 a.m. Eastern Standard Time (EST), and Tuesday, January 17 at 11:00 a.m. EST, Epicor personnel will present: **Retail Mobility: The Power of "WOW!"** Almost everyone who picks up a tablet for the first time is astonished by how much it can do -- quickly, easily, from the palm of the hand. That's as true for customers as it is for staff, and it explains why tablet mobility in retail is changing the game. Attendees will learn how to profit from this change with intelligent mobility that elevates the experience of your customers, associates and executives while improving processes and productivity throughout the enterprise -- from the store and back office to the head office and field -- and how a global approach to mobility can give retailers a sharper competitive edge.
- Monday, January 16 at 3:00 p.m. EST, and Tuesday, January 17 at 3:00 p.m. EST, Epicor personnel will present: **Multi-Channel Retailing -- Creating Tomorrow's Success Stories.** The

evolution of multi-channel retailing is ongoing and fast-paced. Initial efforts in this space have focused on how retailers can integrate the channels and deliver new ways of serving the informed customer. The next generation sees the blending of these channels and the utilization of shared resources. Attendees will learn how tomorrow's retailers will delight their customers by delivering a singular experience across all channels; by accelerating the ability to evolve from a single starting point; and by avoiding paralysis caused by spaghetti integration!

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 luxury, 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.

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